

# **DEVELOPMENT OF EDU-TOURISM VILLAGE THAT ECO-FRIENDLY AND COMMUNITY-BASED AS NEW TOURISM DESTINATION IN LOMBOK**

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## **SUMMARY**

Development of edu-tourism in the region optimally needs to strengthen the institutional and empowerment of the community by paying attention to the factors of social, economic, ecological, and involving the stakeholders. Lombok is a popular tourist destination in Indonesia. The development of tourism in Lombok and the increasing number of tourists visit has negative effect that is increasing the amount of waste, both in city and at the location of tourism. The problem of waste in Lombok every year becomes a classic problem and has not been resolved properly by the local government.

The purpose of this PUPT is to develop edu-tourism village as an effort to empower the community in waste management of organic and non organic, development of green entrepreneurship orientation, environmental-friendly tourism village development and as an education center of green-tourism that supporting new tourism destination development and sustainable community development in Lombok, NTB Province. The results of this study are grouped into four aspects, namely: (1) in terms of organizational aspects, business scope and business scale on average still individual with the scale of business in the category of small business, so that managerial function is still neglected; (2) viewed from the financial aspect, in general they do not have adequate financial foundation; (3) in terms of production, showing the results of the use of equipment is very simple, and (4) viewed from the aspect of marketing, the results showed that the marketing area has a good potential but has not yet develop well.

Keywords: garbage, green product, green entrepreneurship, edu-tourism.

## **1. INTRODUCTION**

Development of ecotourism in the region optimally needs to strengthen the institutional and empowerment of the community by paying attention to the factors of social, economic, ecological, and involving the stakeholders. Lombok as a famous tourist destination in Indonesia that must be visited, always also develop the uniqueness and potential of the region owned. The natural beauty of Lombok island has a very high tourism potential. In 2013, recorded 1.3 million tourists who come to the Lombok island. They are from both domestic and foreign tourists.

Today, sustainable tourism development is an important issue in the tourism industry. A very deep discussion of the area has involved many academics, government and private companies. Tourism and the creative economy play an important role in supporting Indonesia's development. This can be seen through its contribution to the Gross Domestic Product (GDP) and the availability of employment, either directly or indirectly. In line with this, the tourism sector and the creative economy contributed 11.8% to Indonesia's GDP and 14.66% of total employment (ILO, 2012). Tourism development is inseparable from the government's goal to empower the community in achieving the prosperity of life.

Tourism in Lombok island has tremendous potential and can become an icon of world tourism. The beauty of nature, good marine tourism, mountains, land and culture have a unique that is not owned by other regions and countries. Based on research conducted by the Global Sustainable Tourism Council (GSTC) Germany in 2015 mentioned that the biggest challenge of tourism on the Lombok island is the waste problem. Local government is already trying to overcome the waste, but in the implementation still has not found the right formula. Budget constraints, lack of public awareness and the presence of waste from upstream are still the main obstacle for the government to handle the waste. Therefore, local governments, other concerned parties and the community should work hand in hand to overcome the serious challenges of tourism and waste in Lombok Island.

The issue of global warming are voiced getting louder, thus affecting the level of awareness of the world's population about the importance of environmental conservation. The emergence of such awareness as two sides is an opportunity as well as a challenge for business actors to produce products that are safe and environmentally friendly. The growing level of awareness of the importance of nature sustainability also influences the paradigm

shift in the tour of mass-tourism to tourism with eco-tourism concept, which is a form of responsible travel to visit unspoiled places by preserving the environment and improving the welfare of local people . Development of ecotourism can not be separated from the empowerment of local communities and actors of small and medium business (SMEs). Ecotourism is another alternative form of tourism industry that has consistently grown on a global scale over the past few years (UNWTO, 2011). This is a new opportunity to generate income from natural resources without damaging the environment (Colvin, 1996).

The basic principles refer to the objective of minimizing negative impacts on the environment, in accordance with local culture and actively contributing to the economic and welfare development of local communities and the stakeholders involved. Ecotourism has the potential to be a driver of sustainable tourism development and also provides opportunities for the development of undeveloped areas for poverty alleviation. This is an incentive for economic development and social welfare of society and at the same time aims to preserve the natural environment and cultural heritage through the creation of environmental awareness.

Public participation in the process of tourism planning is suggested as a step in implementing sustainable tourism, including community participation, redistribution of power, collaborative processes and social capital creation (Okazaki, 2008), knowledge sharing and transformation of learning processes (Connell, 1997 ), The process involves all stakeholders: local government officials, local residents, architects, developers, businessmen, and planners (Haywood, 1988).

The purpose of this study is to know the potential development of edu-tourism village, especially the relationship between ecotourism and sustainable community development through waste processing and community empowerment by growing the spirit of green entrepreneurship in waste processing into a green product that has selling power. A fundamental problem in the sustainable development of edu-tourism village community-based is the absence of a clear format of local community development to achieve local people's welfare while remaining within the main function corridor of conserving nature. In addition, it is not easy to build a business actor who has a soul of society and environment or a institution of community service that has an environmentally minded businessman.

## **LITERATUREREVIEW**

The literature review in this study includes sustainable tourism, edu-tourism village development, green-entrepreneurship orientation, and ecotourism development.

## **2.1. Ecotourism**

There are many terms used to link tourism development with the conservation of natural and cultural resources. Some of them are ecotourism, nature-based tourism, adventure tourism, sustainable tourism, and alternative tourism (Sproule, 1995). Ecotourism is a different concept with nature tourism. Nature tourism is a tourist trip that aims to enjoy wildlife or undeveloped natural areas, while ecotourism demands additional requirements for nature conservation. Ecotourism activities use the appeal of natural resources in remote rural areas that can be an important source of economic diversification and the livelihood opportunities of surrounding communities (Ashley, et al., 2001; UNWTO, 2011).

The International Ecotourism Society (TIES) (1990) defines ecotourism as a responsible journey to the natural environment by constantly maintaining it and providing sustainable prosperity to local communities. This definition indicates a positive support for the protection of natural resources by local communities and visitors, as well as an important social dimension for ecotourism. The definitions of Ceballos-Lascurain (1996) are environmentally responsible tours, exciting journeys and wilderness visits in order to enjoy and appreciate nature including every cultural feature that accompanies it both past and present, which promotes conservation, has a Low visits impact and provide benefits to the active socio-economic involvement of local communities. Another opinion of Fairbrain, et al., (1998), ecotourism is a low-impact nature tourism that contributes to the maintenance of species and habitats both directly through contributions to conservation and / or indirectly by providing an adequate and valuable income to local communities, Which is expected as an active actor in efforts to protect wildlife and the preservation of its area. From some of the above opinions, ecotourism can be defined as a sustainable nature-based tourism activities that awaken the awareness of tourists and the community about the importance of nature conservation and the development of the welfare of surrounding communities.

The approach of community-based ecotourism promotes the need to promote both the quality of community life and the efforts of resource conservation. In the basic concept of Community-based Ecotourism (CBE) refers to efforts in ecotourism sector owned and managed by the community. Furthermore, CBE implies that communities manage the existing natural resources in order to earn income through the activities of tourism enterprises

and use these revenues to improve their welfare. Therefore, CBE involves conservation, business, and community development.

According to Sproule (1995), in the CBE concept there will be members of the community directly involved (eg managers and workers involved with products or services for sale) and indirectly (the wider community selected by business managers and those who do not directly use natural resources ), and also community members who enjoy direct benefits (including workers, craft producers, tour guides, and surrounding communities) and indirectly (the wider community as recipients of community development projects funded by tourism revenues).

Some authors have suggested that the term of ecotourism business based community should be used to differentiate environmental initiatives, but also to ensure that members of local community have a high degree of control over the activity, and a significant proportion of the benefits gained (Liu , 1994; Ceballos-Lascurain, 1996).

## **2.2. Green Entrepreneurship**

Day, et al., (2006), states that entrepreneurship is essentially the nature, character and character of a person who has the ability to realize innovative ideas into the real world creatively. The essence of entrepreneurship is an ability to create something new and different thing. Carson, et al., (2008), states that entrepreneurship is a mixture of creativity, innovation, and courage to face the risks involved by working hard to establish and maintain new business. Entrepreneurs are business people who can seize new business and business opportunities by taking risks and turning their ideas into reality. Entrepreneurs introduce innovation, and adoption of new ideas about the economy that is also destined for the surrounding community. The entrepreneurial activity is related to Schumpeter's (1934) opinion by proposing the concept of creative destruction, the entrepreneur promoting changes to the economic and business environment and changing the old pattern of business operations.

The concept of Green Entrepreneurship is a relatively new concept that has been the focus of attention since the 1990s (Harini, et al., 2013). Implementing business practices responsible environmentally can be imagined to open up additional opportunities for entrepreneurs. Currently, green entrepreneurship provides new opportunities for

entrepreneurs who are responsive to identify and take advantage of opportunities in these niche markets to improve their welfare but still care about the environment. The term of green entrepreneurship will be interpreted as entrepreneurship developed in the green sector, where green here is a solution to solving old problems in new ways. A green entrepreneur is someone who starts a business by making or offering a product, service or a process that is environmentally sustainable.

Green entrepreneurship is a form of concerns of individual and organizational involved in entrepreneurial activities by creating environmental benefits by offering end products or services with green conceptual (Rao et al., 2013). It also refers to organizational efforts in designing, promoting, pricing and distributing products that will not harm the environment. Meanwhile, according to Ndubisi et al., (2009), green entrepreneurship is the tendency of an entrepreneur to innovate or create a green organization as an important element of a comprehensive green system.

According to Chan, et al., (2013), there is still an important difference in the viewpoint of green entrepreneurship in developed and developing countries. Developed countries and international organizations tend to place greater emphasis on green terms and market opportunities, while developing countries tend to focus more on terms of entrepreneurship and on market needs. Chinese and Indian entrepreneurs, for example, completely change the pattern of economic development by developing affordable products that meet the needs of the poor, but still in the green corridor (Khanna, 2011).

### **2.3. Edu-tourism Village**

With increasing of interest to spend leisure time back to nature and increasing awareness about care for the environment, ecotourism has become one of the fastest growing segments of the world tourism industry (UNWTO, 2011). The declaration of 2000 as the year of International Ecotourism by the World Tourism Organization (WTO) reflects the importance of ecotourism in the global industry. It provides better relationships, reduces leakage of a country's income, creates local employment, creates multiplier effects and promotes sustainable development (Khan, 1997; Belsky, 1999). According to Nemirschi, one practical way to improve the development of tourism business in the community is to

encourage the growth of local tourism entrepreneurs. To achieve this mission, a process is needed to create green entrepreneurs in the tourism sector.

The attractiveness of ecotourism objectives can be defined as the extent to which ecotourism destinations meet the expectations of travelers in terms of dimensions such as recreational opportunities in ecotourism, food and accommodation areas, cultural riches, natural beauty, and other facilities (Pearce, 1979). Attraction, according to Gunn (1994), is the energy power of the tourism system. Attraction is the perceived ability of the goal to benefit the individual. From the literature review above, the researcher tries to propose community empowerment model in supporting the development of sustainable ecotourism so as to provide benefits for improving the welfare of the community but still in the corridor care for the preservation of the environment.

Indonesia is a rich country. Not only its natural resources, the country is abundant in terms of artistic and cultural diversity. When both are combined in a potential named Tourist Village (I WayanDipta, 2015) certainly will become one of Indonesia's icon that became uniqueness of Indonesia in the world. The existence of Indonesian culture is very rich in various arts, culinary, crafts, games, customs, accompanied by diverse natural resources such as long coastlines and mountains as well as exotic flora and fauna and also the price, Indonesia has potential to improve its competitiveness.

Tourism trends needed today are sustainable, green tourism, and eco-tourism. The issue of sustainability is very important in the development of tourism and should be understood by all stakeholders of tourism, so that the tourism potential can be tools for development, social and economic empowerment and conservation. The development program of sustainable tourism destination give opportunities for all parties development, harmonious, directed and focused destinations in order to realize a sustainable tourism destination, including the Green Village program. In addition, in order to respond to the changes in current tourism trends where the awareness of tourists on environmental issues is higher, there is no other option for Indonesia to implement a program of sustainable tourism development in order to remain competitive with other countries.

The village is usually identical with the natural potential that is managed into a tour package. This research will use the pattern of ecotourism adoption and tourism village into

edu-tourism village which is the development of green tourism village as an educational tour package and garbage processing laboratory with the support of community empowerment as green entrepreneur. Until now, garbage is in fact still a complicated problem, especially in big cities. The more shifting of community practical lifestyle so add to the load of waste, especially plastic. Through edu-tourism village and connected with garbage bank that has been running in Mataram city, it is expected that this plastic waste can be managed independently by the community so that it becomes quality goods again. In addition to waste plastic, edu-tourism village is expected to perform waste management to be used as compost fertilizer with homemade simple equipment.

#### **2.4. Sustainable Tourism**

According to Law no. 10 Year 2009, a tour is a travel activity undertaken by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the interim period. Tourism is all kinds of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government. Tourism also has a purpose, namely to increase economic growth, improve people's welfare, eliminate poverty, overcome unemployment, and conserve nature, environment, and resources. The presence of tourists both domestic and foreign tourists will affect the consumption of tourists. The expenditures of tourists are drawn to various other industries and services as long as tourists visit certain tourist areas. The impact will be seen on the value of spending expenditures of tourists, so that will affect the employment opportunities, income and foreign-exchange revenue for the tourist destination areas.

The existence of tourism activities creates many business opportunities for the surrounding community. An entrepreneur will be able to capture these opportunities to meet the expectations of tourists. Ecotourism trends should provide more opportunities by positioning into green entrepreneurship to exploit ecotourism destinations while maintaining their environment. Kasali (2012) conveys the importance for entrepreneurs not to impose entrepreneurial products, but rather to be a marketing entrepreneur who is not shackled to product creation but rather to value creation. The starting point of thinking is not a product, but a market. What the market wants, then it is built marketing network with all its



equipment, ranging from financial and banking, branding and packaging, to the logistics problem.

## **RESEARCH METHODOLOGY**

Research and development is a concept that has been long enough in the business and academic world. Science can be considered as a strategy of seeking knowledge, more or less abstract, called theory. While the development is the application of organized knowledge to help solve problems in society including in the field of business development.

Research is an activity of collecting, processing, analyzing, and presenting data that is done systematically and objectively to solve a problem or want to test a hypothesis to develop general principles, whereas development is process or way done to develop something to be good or perfect. If these two terms of research and development are assembled into a whole word of research and development, then it can be interpreted as activities of collecting, processing, analyzing, and presenting data systematically and objectively accompanied by activities to develop a product to solve a problem faced. Research and development aims to produce a new product or refine an existing product that can be accounted for. The resulting product does not have to be a hardware object but can also be an invisible object or software.

This research uses Research and Development method in accordance with procedure developed by Plomp (1997). Development research, according to Borg and Gall, is a process used to develop and validate educational products. The development research itself is based on an industry-based development model, whose findings are used to design products and procedures, which are then systematically field tested, evaluated, refined to meet certain criteria of effectiveness, quality, and standards. From the above description can be concluded that the development research is the activities that produce products or improve the product and then examined the effectiveness and feasibility of the product.

Implementation of research and development (R & D) is done through the method of interviewing and distributing questionnaires, to determine the problems and needs expected from the community as a research sample. This research uses qualitative methods conducted through interview techniques. Sugiyono (2012) suggests that qualitative methods can be used in preliminary research to generate information. This can be used to obtain a profile of

educational and training models that will be developed in the development of tourist villages and green entrepreneur of weaving in Lombok. In addition, this study is also supported by filling out a questionnaire which is a procedure in quantitative research where researchers manage surveys to sample or entire population of people to describe attitudes, habits, behaviors, or population characteristics (Creswell, 2012). It aims to know the description of the circumstances, the identification of conditions measurably as a comparison, as well as determination of relationships on specific conditions. Once the model is tested, it can be applied to solve the problem's model of educational model and training of SMEs and green entrepreneurs to support the model of development of tourist village.

#### **4. RESULT**

The results of this study obtained through the method of interviewing and the distribution of questionnaires. As it has been stated that the purpose of this research is to know the potential of eduwisata village development, therefore the questions presented to the sample include four aspects, namely: organizational aspect, financial aspect, production aspect, and marketing aspect. In addition to these four aspects, this research also explores the orientation of the community related to the spirit in development of environmentally friendly edu-tourism village. The results obtained from these four aspects are as follows.

1. Viewed from the organizational aspect, the scope of business and the scale of business on average are still individual with the scale of business in the category of small business, so that the managerial function can be said to be neglected. The average value of this aspect shows below the average. This indicates that there is a need for knowledge and guidance of activities, coordination, and monitoring system. In addition, the role of mover or pioneer is also needed.

2. Viewed from the financial aspect, in general they do not have adequate financial foundation. The average value in this aspect shows the value below the average. People still have difficulty in obtaining capital. This can be understood because to obtain capital through borrowing, it is necessary to record and keep the evidence in an orderly manner, while this has not been done by the community. People still need education in accounting in the

framework of financial management. So it can be said that the constraints faced in this financial aspect is the knowledge of financial management, planning and control.

3. Viewed from the production aspect, showing the existence of problem in raw materials and the use of very simple equipment. The average score on this aspect also shows a value of below the average. This demonstrates the need for knowledge of the development of technical innovation in production in order to improve the quality of production, so that the production can be more innovative and able to compete with other similar industries. The community can utilize waste as the main medium of their competitive advantage, while reducing waste problems.

4. Viewed from the aspect of marketing, research results show that the marketing area has good potential but not well developed. The average value in this aspect indicates an above-average value. This shows that the production has a good potential to be marketed globally, more supported by the large number of requests. But unfortunately there has been no support for distribution and promotion patterns.

While viewed from the spirit of entrepreneurship and the orientation of greenpreneurship, Itshows the value is above the average. The function of entrepreneurship is basically the development of creativity and innovation. It shows that society in general has a creative soul in developing its business. Nevertheless there are several obstacles as have been examined in the four aspects above .In addition to the spirit of entrepreneurship, the community also has a good greenpreneurship orientation. This condition can support the outcome of the purpose of this research that is the potential development of edu touristm village. Based on the mapping of the problems, it can be obtained a map of community needs in managing and developing the potential of edu-tourism village, as follows: (1 management training for financial, marketing, production, human resources and organization; (2) training for innovative products design of regional superior products; (3) training for recycled products from waste raw materials, and (4) training to develop entrepreneurship spirit and green entrepreneurship orientation

## **5.CONCLUSION**

The result of the research can be concluded based on four aspects, namely: (1) in terms of organizational aspect, business scope and business scale on average still individually with business scale in the category of small business, so managerial function can be said neglected, (2) In terms of financial aspects, they generally do not have adequate financial foundations, (3) in terms of production, showing the results of the use of equipment is very simple, and (4) viewed from the aspect of marketing, the results showed that the marketing area has good potential but not yet well developed. Based on these conclusions, it can be done the development program of environmentally friendly edu-tourism village in the following way.

1. To develop entrepreneurial mentality with green entrepreneurship orientation for the citizens so that they are motivated to develop their business while maintaining environmental preservation.
2. Growing managerial skills in managing their business to be more manageable with a neat and professional.
3. Improving the skills of citizens in creating innovative-creative products that can compete in global markets through the introduction of technology that can facilitate production.
4. Improving citizens' ability to manage natural, social, cultural and environmental resources by utilizing waste as a raw material for their competitive products.
5. Development of financial management knowledge