

Maritime

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Maritime Ecotourism Management of Pari Island

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Abstract—Maritime tourism development potential is unlimited, knowing that the biodiversity as well as the length of coast line and the large number of islands makes Indonesia as main destination for maritime tourism. Pari Island is an ecotourism area with beaches, sea, tourism activity, water sport, as well as flora and fauna observation. Tourism sector contributes to the economy and able to increase regional income and open more job opportunities for local communities, especially in Pari Island of Thousand Islands. This study aims to find out natural conservation efforts including sea flora and fauna, analyze tourism management that has been applied in Pari Island, and construct a maritime ecotourism management strategy in Pari Island. This study is a qualitative study with case study approach which aims to analyze tourism management in Pari Island. Data collection technic in this study is through interview, observation, and literature study which then being analyzed thematically according to the set codes. Research results shows that maritime environmentally friendly and sustainable tourism (ecotourism) is able to give social and economic advantage towards the local communities and the environment around the Pari Island. Tourism in Pari Island is not only an essential component in regional economy but also cause serious environmental, social, and economic problems in accordance with the increase of population growth and tourist number. Therefore, tourism management in Pari Island is not only the responsibility of the government but also requires active contribution from all parties such as; local communities, tourists, and private sector.

Keywords—management; maritime tourism; ecotourism; Pari Island

I. INTRODUCTION

Pari Island is an ecotourism area with beaches, ocean, tourism activity, water sport, as well as flora and fauna observation. Pari Island is a part of chain islands Kepulauan Seribu (read: A Thousand Islands) which is located in the north of Jakarta coast. Total area of the island is 41.32 hectare and divided to tourist area, oceanography research area, and mangrove conservation area.

Both local and foreign tourists visit the island to enjoy maritime tourism, as much as 132,977 tourists visited the island in 2015 [1]. Tourism is the biggest income of the citizens on Pari Island, according to Central Agency on Statistics and Ministry of Maritime and Fishery of Indonesia. Most prominent beach in this islands are Pantai Perawan (read: Virgin Beach) and Pantai Bintang (read: Star Beach).

The increasing amount of tourists coming to Pari Island should also be followed with the environmental awareness in order to avoid environmental damage caused by tourism. Problems arise when the tourist and community do not have environmental awareness. Consequently, problems like ocean/shore littering and coral reefs damage are arising. These problems hinder the development of ecotourism in Pari Island.

Based on our observation, tourism on Pari Island is managed by individuals and is not organized under an association and without provision from the government. It is also found that Pari Island does not have conservation of natural ecosystem, in which the ecotourism does not comply with sustainability principles. Therefore, maritime ecotourism strategy should also be constructed to realize the grand design of ecotourism on Pari Island.

A. Theoretical Framework

Ecotourism is a tour to the natural areas that are relatively undisturbed and unpolluted with the specific aim of studying, admiring and enjoying the potential of the region in the form of ecosystems, climatic conditions, natural phenomena, peculiarities of wild plants and animals as well as social cultural arrangements in the region (The Ecotourism Society, 1990).

Principles of ecotourism development:

- Tourism activities are environmentally friendly, economically sustainable, in harmony with the social culture of the local community.
- Ensure the function and carrying capacity of the environment are maintained.
- Support efforts to protect nature and preserve biodiversity.
- Preventive measures to avoid negative impacts from ecotourism
- Environmentally friendly technology
- Collaboration of all parties, namely the government, the tourist community and the private sector to preserve the environment
- Develop the concept of sustainable tourism

II. METHOD

This research is using qualitative design, which is used to explore and understand the social and humanitarian aspects from individual or groups [2].

The approach of this research is case study where the case study is an exploration of a system or a certain case from time to time which involves resources which possess rich data and information related. The case study is selected since this research is focusing only for maritime ecotourism management in Pari Island, Kepulauan Seribu.

This research was conducted during April to June 2018. The location of the research was located in Pulau Pari. Pulau Pari is selected because its tourism potential. To analyze data, this research used Miles and Huberman model which the analysis was conducted continuously until the data is saturated [3].

III. RESULTS

Based on the definition, ecotourism is an alternative tourism, involving visiting natural areas in order to study, to learn, and to carry out activities environmentally friendly, which is a tourism based on nature experience that enables the economic and social development of local communities [4]. According to the definition above, it is clearly stated that the existence of ecotourism in an area is able to give social and economic advantage toward local communities and the environment around that area. Here, the researcher is conducted research at Pari island to know whether or not the existing ecotourism will give advantage toward local communities. Research result shows that maritime environmentally friendly and sustainable tourism (ecotourism) is able to give social and economic advantage toward local communities and the environment around Pari island.

It can be proved by the result of in depth interview held by the researcher to several respondents including local communities, new-comers, government, business actor that shows social and economic of the communities lived in Pari island improved after having marine ecotourism (see table 1). Social conditions can be explained through social relations and interactions between groups of people. Ayuningtyas argues that social interaction is dynamic social relationships involving individual relationships, between human groups and between individuals and human groups [5]. One of the social processes that draws closer is cooperation which can be interpreted as working together in order to achieve a common goal. Before the existence of ecotourism, a form of cooperation was carried out in the form of mutual cooperation activities that included *siskamling*, traditional ceremonies, road improvements and others. It shows a fairly harmonious public relation. After having ecotourism activities on Pari Island, there was an increase in social relations. The community is independently create facilities for tourism. At the beginning, most of the livelihoods were as seaweed farmers and fishermen, now they are turning as provider of guess houses, catering, beverage sellers, tour guides, souvenir sellers, tourist managers and tourist boat drivers. Alteration of this type of work can strengthen social relations in Pari Island, it was proved by the existence of a variety of new ecotourism-based work, the

community work together to provide tour packages consisting of the availability of guess houses, tour guides and tourist destinations and other ecotourism activities.

The collaboration between these communities indicates an increase in social relations that are directly related to the economic activities of the community. Therefore, the increase in economic activities was also felt by the community, the results of interviews showed that the unemployment rate decreased and even opened many new livelihoods for migrants such as traders of beverages, tour guides and souvenir sellers. The variety of these new livelihoods can indicate an increase in people's welfare in the economic field.

However, in improving this welfare, government support is needed in the form of adequate infrastructure and public services. This support is expected to increase the impact of ecotourism on the social and economic life of Pari island communities. In addition, the results of the study indicate that waste development needs to be developed around the island with environmentally friendly technology. This is important to increase the number of tourists because waste management also deals directly with the comfort of tourists. Since, it greatly influences the income of the community from this ecotourism service. In addition, the ecotourism management has lack awareness of environmental sustainability of the region, so the role of the government and the community related to socializing and providing facilities to raise awareness of environmental sustainability and preserve biodiversity are the important things to be considered.

Tourism in Pari Island is not only an essential component in regional economy but also cause serious environmental, social, and economic problems in accordance with the increase of population growth and tourist number

When most people think of tourism they rarely think of tourism as a crisis. Yet, according to the BPS, tourists who visited Pulau Pari in 2015. The challenges of how to construct facilities, provide energy, water and waste management, develop new food supplies, and protect cultural heritages of local communities, is a huge crisis, indeed.

The word crisis in Chinese characters has two meanings, danger and opportunity. The danger can take place in many forms. Some problems which found in Pulau Pari are increasing energy consumption and resulting carbon emissions, increasing waste and pollution problems, increasing conflicts with indigenous cultures and land ownership.

On the other hand, tourism in Pulau Pari can also bring many positive benefits and actually improve the sustainability of a community. Some of the potential positive impacts include financial contributions for community development and increasing new employment opportunities and economic development in Pulau Pari.

There are many examples of what individuals and organizations are doing to improve the environment for tourism and local communities in Pulau Pari. But most of them initiated by citizens. Therefore, tourism management in Pari Island is not only the responsibility of the government but also requires active contribution from all parties such as; local communities, tourists, and private sector:

Based on the observation conducted on Pari Island, citizens fully manage tourism activities. Houses in Pari Island are functioned as homestays in weekend and holiday season. Most citizens also take tourism related job, such as tour guide, catering provider, souvenir merchant, snorkeling and water sport facilities provider, etc. Tourist agents who plan and manage tour for visitors also come from citizens, which does not share the market with outside tourist agents. Therefore, citizens are the most important element of tourism activities on Pari Island.

Looking at this background, capability of citizens to manage tourism is required to be analyzed. Below is the statistics of Pari Island citizens in total according to their education levels. In total, the majority of Pari Island citizens are elementary school graduate, second biggest population group does not possess any education level. Meanwhile, the citizens with bachelor degree and above is only 59 or 2.4 percent of the total statistics.

TABLE I. TOTAL CITIZENS OF PARI ISLAND ACCORDING TO EDUCATION LEVEL, 2016 [1]

Education Level	No Education level	Elementary	JHS	SHS	Bachelor and Above
Jumlah Penduduk	728	766	447	401	59

There are only 8 schools built on Pari Island; 5 kindergartens, 2 elementary, and 1 Junior High School. With the number of schools, the statistics become logic since the education facilities in the island is limited. Based on the interview with citizens, it is found that the students in Pari Island need to go to nearest islands with Senior High School and University to pursue their education which are Pramuka Island or Jakarta on Java Island.

Education level of the citizens as the main element of tourism on Pari Island show weakness in its tourism management, which is the problem on human resources. Human resources as one of key principle in management, and need to be maximized in order to obtain successful management.

In paper M. Mazilu stated that the quality management of tourism is to achieve the maximum level on the fulfillment of customer requirements, society requirements, meet the aspects of consumer protection and also environment. Quality management of tourism need to consider customer requirements in order to attract more visitors [6]. According to a study conducted by IPB, surveys showed that at least three tourism facilities are not sufficient for tourists. Those facilities are signposts, restrooms, and souvenir shops [7]. The IPB study shows that tourism in Pari Island has not meet with the visitors as costumers demand.

In diverse social and economic situation such as in Indonesia, the government role in tourism development is needed. Government has the capacity and authority to accommodate and coordinate planning and program of diverse interest groups and their own agendas [8]. Tourism in Indonesia has been one of the most prominent economic sector,

based on Nawa Cita (President Joko Widodo governance goals) tourism is one of domestic strategic sector. Therefore, sub district government of Pari Island has already provided support for the tourism development through local community training. But, adequate and continuous training and education is needed to improve the quality of human resources as well as tourism management in Pari Island. Training and education to the local community of Pari Island will contribute to the capacity of the citizen to manage sustainable and ecofriendly tourism management.

Beside training and education, if the Government of Indonesia take the tourism sector seriously, the government should also support in the provision of ecotourism facilities. Based on the observation, there are at least two ecotourism facilities required in Pari Island;

- water and waste treatment and improved solid trash management for shore and ocean cleanness
- improved living and nonliving ecosystem conservation, with high quality provision and control from the government

The existence of one of Indonesian Institute of Sciences' (LIPI) post on Pari Island should also contribute maximally as monitoring and educational ecotourism promoter. The oceanography post of LIPI is the right actor to educate the local community on how to sustain the ocean through their findings and researches. LIPI's post is considered as the only strategic government body representative in the island, who has capability to conduct monitoring and education directly on daily base. LIPI can contribute to the underwater ecosystem sustainability such as the coral reef, fishes, and other species living in the ocean surrounding Pari Island.

IV. CONCLUSION

Tourism management in Pari Island has not yet met the principles of ecotourism. Good cooperation between Local Government, Community and also private sector will enhance the rate of success of ecotourism.

The government has to take lead by facilitating the establishment of ecotourism. Regular monitoring by the government has to taken place regularly to ensure ecotourism established in Pari Island. Such as tourist data collection is should centralized and must be collected so that the number of tourist visits can be monitored, to exceed the region's carrying capacity, also can building tourists' concern for the environmental sustainability of the region. The authorities have to ensure the safety and comfort of tourist from the original port to Pari Island

Government involve as mediator for conflict resolution between community and private sector to accomplish win win solution for both.

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