

Application of the ecotourism policy principles in the management strategy of sangiran as world heritage site

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Abstract

Indonesia is a country which is rich in culture and tourism. The tourism sector in Indonesia is growing rapidly to become the second largest foreign exchange contributor. In developing tourism in Indonesia, government and community cooperation is needed as well as good policy regulations. The realization of this regulation is proven by the creation of ecotourism policy that isn't only focused on economic interests but also can preserve the environment around the tourism resource area. In the implementation of ecotourism policy, management of tourist areas are very instrumental in realizing the principle of a policy that aims to balance the economic, social and cultural interests and the environmental conservation.

Keywords: ecotourism policy, ecotourism principles, ecotourism management

Introduction

Tourism is recognized as a resource-intensive industry. Thus, it need to be accounted for in terms of sustainability on a local and global scale ^[1]. The regulation of tourism sector in Indonesia has begun to become a concern of the Government since 2009. This regulation requires tourism development based on national tourism development plans as stated in Article 8 section (1) of Law Number 10 Year 2009 about Tourism.

The development of tourism can't separated from sustainability development concept which has been the global agenda including tourism sector. The Concept of Sustainable Tourism was introduced for the first time by "World Commission on Environment and Development (WCAD) in 1987 that explained "Sustainable Development is the development that meets the need of present without compromising the ability of future generation to meet their own needs ^[2] or it is defined by Ministry of Tourism and Creative Economy as tourism which take full account of current and future economic, social and environmental impacts, address the needs of visitors, the tourism industry, the environment and the host community ^[3].

As long as the government make new regulation about tourism sector, it focuses on nature and environment conservation known as the concept of ecotourism. Essentially, the definition of ecotourism is a policy that comes with a definite promise to promote responsible travel to nature in an area and to make a positive contribution to environmental preservation, and to improve community welfare, provide economic benefits and maintain cultural

integrity for the local community ^[4]. Ecotourism is increasingly popular as an alternative form of tourism activity which is expected to bring benefits to the regional economy and contribute to nature conservation ^[5].

Ecotourism area which has been an object of this research is a World Cultural Heritage Site Sangiran. Sangiran site has an are a 59,21 km² including three sub-districts (Gemolong, Kalijambe and Plupuh) and Gondangrejo in Karanganyar District. Based on UNESCO report in 1995, Sangiran is recognized by scientists as the most important site in the world for learning human fossils. It is equated with Zhoukoudian (China), Willandra Lakes (Australia), Olduvai Gorge (Tanzania), and Sterkfontein (South Africa) sites. They are are considered better at creating inventions than others ^[6]. In 1977 Sangiran was referred to by the Government of Indonesia as a Cultural Heritage area ^[7]. On December 6, 1996 the Sangiran Ancient Human Site was designated a UNESCO World Heritage (World Heritage List No. 593). By being designated as a world heritage, this site does not only belong to the Indonesian people but also belongs to the world. UNESCO registered Sangiran as a World Heritage Site on the World Heritage List as the Sangiran Early Man Site.

Sangiran site is as world cultural heritage which has uniqueness. It is in residential area, therefore Sangiran has problems to face. Problems become very complex because they have to pay attention to many aspects and involve various parties to manage them. The problems of the Sangiran tourist area can be categorized as geographic-

¹ Jiaying Lu, *Sustainable tourism research: an analysis of papers published in the Journal of Sustainable Tourism*, Taylor and Francis Group, Vol. 17, No. 1, January 2009.hlm. 6

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⁴ Angelica M. Almeyda Zambrano et.al, *Social and environmental effects of ecotourism in the Osa Peninsula of Costa Rica: the Lapa Rios case*, Department of Anthropology, Stanford University, Stanford, CA, USA. Journal of Ecotourism Vol. 9, No. 1, March 2010.Hlm 62

⁵ Agung Suryawan, *Sustainable Development Strategy For Ecotourism at Tangkahan, North Sumatera*, Journal of Tourism E-Journal of Tourism Vol.2. No.1.2015. Hlm. 2

⁶ World Heritage List note, *Sangiran*, No. 593, 1995

⁷ Decision of the Minister of Education and culture No. 070/O/1977 on March 15 1977.

geological, social, economic, cultural problems and policy issues.

The paradigm of managing cultural heritage can't be carried out unilaterally by the central government alone. Law Number 11 Year 2010 about Cultural Heritage implies that all aspects of society at the central and regional levels and the role of the community are required to play an active role in the preservation of cultural preservation in the area ^[8].

The management of ancient human site as cultural heritage is conducted in an integrated manner that involves all stakeholders, accommodating every opinion and input to realize the sustainability of the Ancient Human Site that benefits the community. Similar with its main tasks and functions, the Center for Preservation of the Sangiran Early Man Site has the task to manage the Ancient Human Site in Indonesia. One of the strategic sites managed by the Sangiran Purba Man Site Conservation Center is Sangiran Site.

In a management system of tourist spot, people's participation has been the same as stakeholders', central government and local government ^[9]. One of the key factors in tourism development is the involvement of the community in the tourism development process. Community/people participation should take place voluntarily and continue because local communities have a role in efforts to promote tourism destination products because the local community is the main component in forming the image of a tourism destination ^[10].

Problem Formulation

A tourist are can be considered successful or not unsuccessful. It can be measured from management strategy. The good regulation does ot guarantee a policy if the implementation of management is not in accordance with the principles in the policy. Therefore, the author observed about: Has the application of ecotourism policy principles in managing the Sangiran Site been running optimally?

Research Method

The Method used in this study was literature study by linking forms of tourism resource management with ecotourism policy principles. The type of research used in this paper was normative legal research. Normative legal research is legal research conducted by examining library materials or secondary data ^[11].

Result and Disscusion

A. The principle of Ecotourism in Legislation of Indonesia

Ecotourism in Indonesia is regulated in Article 1 section (1) the rugulation of Minister of Home Affair Number 33 Year 2009 about Guidelines for Ecotourism Development in

Regions which states that Ecotourism is a natural tourism activity in the area. It is responsible by paying attention to the elements of education, understanding, and support for efforts to conserve natural resources, as well as increasing the income of local communities.

Based on Article 3 of regulation of Minister of Home Affair Number 33 Year 2009 about Guidelines for Ecotourism Development in Regions, principles of ecotourism development are as follow:

1. The Conformity between types and characteristics of ecotourism;
2. Conservation, it is to protect, preserve and sustainably utilize natural resources used for ecotourism;
3. Economical, it is including the benefit for local community and becoming a driver of economic development in the region.
4. Education, it is including educational element to change an individual's perception of having care, responsibility, and commitment to environmental and cultural preservation;
5. Giving the satisfaction and experience to visitors;
6. Community/society participation, it is community participation in the activities of planning, utilizing and controlling ecotourism by respecting the socio-cultural and religious values of the communities around the area; and
7. accommodating local wisdom.

Ecotourism is a form of tourims which emphasizes the responsibility toward preservation of nature, economic benefits and maintaining cultural integrity for the local community. Ecotourism in Indonesia refers to 5 bases, such as ^[12]

1. Preservation. It is tourism activity which does not damage the preservation of nature and local culture, both in terms of activities and management.
2. Education. It is tourism activity conducted to give educational element such as information about biodiversity and customs of the local community.
3. Tourism. It is activity which includes elements of pleasure and motivation for tourists to visit somewhere.
4. Economic. Ecotourism carried out must give benefit and profit for both managers and the local community so that this activity can continue. Income earned from ecotourism can be distributed for local level conservation and for the development of knowledge of the local community.
5. Participation. Tourism activity is directed to direct involvement between tourists, local communities and managers in preserving nature and local culture so that interactions and exchange of information occur faster.

B. The strategy of managing world cultural heritage site of Sangiran in in applying the principles of ecotourism policies in Indonesia

The management of Sangiran Site conducted currently is to keep and develop OUV (Outstanding Universal Value) which is attached to the Sangiran Site, and develops the values contained in the Sangiran Site ^[13]. The impact Sangiran Tourism Area is felt by various sectors, especially

⁸ Andry Setiawan, *Harmonisaasi UU No. 11 tahun 2010 tentang Cagar Budaya dalam Upaya Pelestarian Benda Cagar Budaya Kota Semarang*, *Abdimas* Vol. 17 No.2, 2013. Hlm. 72.

⁹ Wenang Anuraga, *Ketahanan Kawasan Wisata Berbasis Masyarakat Dalam Penguatan Ekonomi Lokal Dan Pelestarian Sumberdaya Kebudayaan Kawasan Kotagede Yogyakarta*, *Jurnal Ketahanan Nasional* Vol.23, 2017. Hlm. 240.

¹⁰ S Pike, *Destination Marketing Organizations and destination marketing: A narrative analysis of the literature*, *Tourism Management*, Elsevier, Vol 41. UK, 2014.Hlm.212

¹¹ Soerjono Soekanto, Sri Mamudji, *Penelitian Hukum Normatif: Suatu Tinjauan Singkat*, Cet.4, Jakarta: Rajawali Press.1995, hlm. 13

¹² Panduan dasar pelaksanaan ekowisata, UHJAK, 2009.Hlm. 9

¹³ Hana Mayar Winastuning, *Kajian Komponen Pariwisata Situs Sangiran*, *Jurnal Sangiran Nomor 6 tahun 2017*.Hlm.109

in education about human evolution. On the other hand, the Sangiran Site area has potential resources to be developed and utilized specifically for the economic interests of all stakeholders and the community involved. This certainly can be realized through good management of tourism resources that are in accordance with the principles of ecotourism policy. In order to find out how the management strategies of tourism resources at Sangiran Site, the author described the policy directions and strategies carried out by stakeholders to measure whether ecotourism policy principles in tourism resource management had been going well or not.

1. Preservation Principle

Indicator

The Center for Preservation of Ancient Human Sites of Sangiran conducts efforts of prevention and prevention of destruction, damage and destruction of Ancient Human and Cultural Heritage Sites including the following:

- a. Total rescue of 6,090 Cultural Heritage Objects
- b. Number of observations of findings outside the site of Sangiran 100 Objects of Cultural Heritage
- c. Number of safeguards of Cultural Heritage 1 Site
- d. Number of Zoning of Ancient Site 3 Sites
- e. Amount of Maintenance / conservation 6960 Objects of Cultural Heritage
- f. Number of maintenance / conservation 4 sites
- g. The number of fossil conservation laboratories is adequate 1 laboratory
- h. The amount of compensation to the founding community is 6,090 Cultural Reserves
- i. Number of registered Cultural Heritage 5760 Cultural Heritage Objects
- j. Number of Cultural Reserves inventoried 9120 Cultural Heritage Object
- k. Number of Cultural Reserves analyzed 7200 Cultural Heritage Objects, Amount Site land which was released 2.3 ha.

The directions of Policy and Strategy

- a. Optimization of monitoring the preservation of Ancient Human and Cultural Heritage Sites
Monitoring is one of the most important instruments which can find out real condition of ancient human sites and cultural heritage objects that exist. This monitoring is realized through field monitoring to obtain information and data. These information and data are then analyzed to get a comprehensive picture of the actual field conditions. A comprehensive picture will produce recommendations for responsive, relevant and solution-based policy-making materials.
- b. Handling of Ancient Human Sites and Cultural Heritage Sites continuously

Handling/care or conservation of ancient human sites and cultural heritage objects have different methods because the objects conserved are not the same. If the object site is in the form of land or land, the objects of cultural heritage are fossils and artifacts. Site conservation is carried out by land conservation methods in the form of artificial or vegetative methods to prevent and overcome land from landslides, bare lands and floods. Whereas conservation of fossils and artifacts is conducted by mechanical and chemical conservation methods. Conservation both on sites and

cultural heritage objects continues to be carried out continuously and adapted to the problems faced by each object. Therefore, to support the effective, efficient and sustainable implementation of conservation sites and objects of cultural heritage and to address existing conservation problems and challenges, several conservation studies will be developed in the future.

The problems which is still faced

- a. The land condition in Sangiran site is mostly barren. Thus, it is not fertile for agriculture. This condition often triggers the desire of the community to do land leveling, and at a certain level until the C mining activity, the land is sold as landfill.
- b. The lack of support infrastructure utilization of Cultural Heritage Objects and ancient human sites throughout Indonesia.

2. Educational Principle

Indicator

Center for Preservation of Ancient Human Sites is able to give big contribution in education as follow:

- a. Making animation movie about Sangiran Site
- b. Procurement of library books in the Sangiran site area
- c. Making educational facilities Sangiran site museum
- d. National scale character education workshop
- e. Number of manuscripts from the results of 35 manuscripts and 1 map
- f. Number of sites developed 10 sites
- g. Number of MOU management with educational institutions 20 Manuscripts
- h. Contributors to science knowledge and history of human civilization, especially in the fields of paleoanthropology, palentology, geology and archeology.

The directions of Policy and Strategy

- a. Conducting potential study of cultural heritage at the Ancient Human Site related to humans, culture and ancient environments.
It is conducted based on the problem and development level in accordance to Ancient Human Site in accordance with the stages of archeological and applied methods. Application of other fields of science are such as site mapping, geological mapping, and paleontology studies.
- b. Analysis laboratory development (paleontology, artifacts, geology and geography).

Laboratory development is needed to improve knowledge related to artifacts, fossils, and ancient environments. One of the uses of the paleontology laboratory is to determine the type of animal species based on the character of the bone structure. One of the uses of the geological laboratory is to break down the soil granules used to determine the type of environment. One of the uses of geography laboratories is to print thematic maps of varying sizes.

3. Tourism Principle

Indicator

- a. Tourist Village

The directions of Policy and Strategy

- a. The addition of cultural heritage tourism products besides museums. On the Sangiran site several tourism

products are starting to develop tourist villages, souvenirs, routine art events, local handicrafts, touring and camping.

- b. Provision of tour and travel operations services and the provision of travel facilities for entry and exit (such as the immigration and customs office).

The problems which have still been faced

- a. Total of visitors of Sangiran Site is categorized low compared to Visitors in other national strategic tourism areas.

4. Economic Principle

Indicator

- a. The income of local community
- b. There are approximately 20 merchant stores which can only be managed by local people.

The directions of Policy and Strategy

- a. Local people who find fossils are given reward. Giving rewards is measured based on wholeness, scarcity and the information they contain.
- b. Giving stalls to the local community
- c. Creating product/art work that strengthens the image of Sangiran tourism area.

The problems which have been still faced

- a. The low economy of most people in Sangiran Site Environment.
- b. There are still many Sangiran Site people who believe that fossils that they find are more valuable economically and practically. This triggered the search for fossils both to get compensation from the government and to be traded illegally.

5. Principle of community participation

Indicator

- a. Cultural Heritage Extension activities to participate in preserving the Purba Human Site invites 500 people
- b. Empowerment activities involving the community (5 events)
- c. The number of community members involved in managing ancient human sites (10 communities).

The directions of Policy and Strategy

- a. This is increasing public awareness and participation in the protection of Ancient Human and Cultural Heritage Sites.

One of important keys to realizing the preservation of ancient human sites and cultural heritage objects is the active participation of local people. This active participation can be realized if the awareness of the local community about the importance of ancient human sites and cultural heritage objects has been well developed. To build awareness of this local community, it can be realized by inviting/involving the community to get involve directly in the effort to protect ancient human sites and cultural heritage objects such as rescue/reporting the findings of fossils and artifacts, monitoring sites, implementing land conservation, etc. Besides, it can also be carried out by giving an appreciation in the form of compensation for finding fossils and artifacts as well as providing compensation for reduction/exemption of land and building tax (PBB). Direct involvement and consistent appreciation

of local communities will have an impact on the growing involvement of local community in protecting ancient human sites and cultural heritage objects.

- b. This improves people's understanding of the Ancient Human Site through information dissemination. The preservation of the Ancient Human Site has an important correlation with people's awareness and concern. To foster public awareness and concern for the Ancient Human Site, the community must first recognize and understand its potential and importance. The potential and important value of this ancient human site can be known by the public through information dissemination activities.
- c. This is a synchronization of the Ancient Man Site conservation program with the community/people. The Ancient Human Site Site preservation program can work well if there is active and participatory community support. Therefore, site preservation programs must also pay attention to and adapt to the conditions of the community so that harmony and mutual relations can be achieved that are complementary and beneficial.
- d. This is about building cooperation with various community of society and mass media.

The direction of this policy and strategy are oriented towards the creation of a broad and complementary network of cooperation to support the preservation of the Ancient Human Site. This collaboration can be conducted with an approach to the community so that they can be involved directly or indirectly in an effort to preserve the Site. In addition to the community, collaboration can also be carried out by embracing the media as a channel for disseminating information about the Ancient Human Site. Thus, the public knows the existence, potential and importance of the Ancient Human Site.

Problems which have been still faced

- a. The most Land ownership Sites are controlled from generation to generation by the community. From more than 59.21 km² of land area of Sangiran Site, only less than 1 km² is controlled by the Government.
- b. There are still people who sell fossils found to collectors because they obtained greater than the rewards provided by the Government.
- c. There is lack of knowledge and understanding of society toward legislation especially about Cultural Heritage.

Conclusion

Based on the explanation above, it can be concluded that the 5 ecotourism policy principles have been pursued in the management of the Sangiran Site tourist area. Even though the conditions indicate that the strategy carried out is still not working optimally. we can notice the table below

Table 1

Ecotourism Principles	Already Optimal	Not Optimal
Preservation Principles	-	v
Tourism Principles	-	v
Education Principles	v	-
Economic Principles	v	-
Principle of community participation	-	v

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