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Local small business model from the Buyan Tamblingan Bali ecotourism destination program

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ABSTRACT

This research aims to examine the management of Buyan Tamblingan ecotourism destination in creating local small businesses. The research consisted of a survey, direct observation, interview, and literature study with documentation analysis. Data were collected through surveys and observations at the Buyan Tamblingan ecotourism destination. The motivation of the community involved in the ecotourism program in Buyan Tamblingan Motivation to earn money, motivation to gain knowledge about conservation, motivation to be optimistic that the ecotourism program will benefit the community, idealism about the importance of conservation, local community interest in self-reliance, promising income for the community and local community commitment. Opportunities expected by local communities from a strong ecotourism program in Buyan Tamblingan are the existence of facilities, the growing awareness of local communities, the existing natural beauty, and the arrival of tourists as opportunities for ecotourism management. The capacity of local communities to manage ecotourism in Buyan Tamblingan is a strong program because local communities commit to improving ecotourism management capabilities. Community involvement will increase if they have the opportunity to participate in ecotourism management, and for that better ecotourism management skills are needed. If they are motivated, have the opportunity to participate, and are able to participate, then they will be able to create small business opportunities related to ecotourism programs.



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Introduction

Indonesia has great potential for ecotourism to be developed. However, so far most of the tourist destinations offered and advertised are national parks or protected forests (GINANTRA et al., 2023). These destinations are actually labelled to be protected and preserved. On the other hand, they are advertised to attract many tourists (Lopez Gutierrez et al., 2020). In some cases, there is a gap between idealism and reality. The narrative in this book explains that good ecotourism management is assumed to be able to mediate these two interests (Putri et al., 2022).

In the last ten years, forest destruction in Bali has had a devastating impact on the environment, and people's lives. One of the impacts is the loss of natural habitats of various types of plants and animals that lead to reduced biodiversity (Kiss, 2004). Exacerbating global warming, floods and landslides are also increasingly

common due to the loss of vegetation and the failure of the forest's function in absorbing water. In addition, forest destruction also affects water quality and availability (Sutawa, 2012).

Efforts have been made to address forest destruction in Bali, by implementing forest protection policies, building community awareness of the importance of forest conservation, as well as the development of sustainable agricultural practices (Saka et al., 2006). However, greater efforts and collaboration between the government, local communities, and the private sector are still needed to stop further damage and restore the current damaged forests (Batu, n.d.); (Dyah Krismawintari & Rai Utama, 2019). Factors causing the decline include land conversion, forest fires, and exploitation. An effort to reduce the decline of protected or conservation forest areas is to introduce a management model based on empowering the village communities supporting protected forests (Silva et al., 2023). Logically, if communities benefit from the existence of protected forests, they will tend to protect them well. One form of protected forest management is the development of ecotourism programs (Hidayat, 2017).

However, to ensure the correct direction of ecotourism, it is necessary to introduce some basic principles and must be followed. Several principles have been put forward by various researchers, but the most common principles are put forward by The International Ecotourism Society (Batu, n.d.); (I Gusti Bagus Rai Utama et al., 2023). Ecotourism is the act of bringing together biodiversity, culture, and sustainable travel. It is to ensure that communities are involved and take part in ecotourism activities (Pitana, 2010).

The values of good ecotourism are minimizing negative impacts; building awareness and appreciation of ecosystems and culture. Ecotourism should provide positive opportunities for visitors and local communities, provide direct income benefits for conservation, provide financial benefits, and empowerment of locals, and raise awareness, and foster hospitality of local communities (Pitanatri & de Pitana, 2019).

This research is a preliminary study of in-depth observations and surveys of ecotourism destination management in Buyan Tamblingan (I Putu Okta & I Nyoman Gede, 2016). This research aims to find the factors that determine the Local Small Business Model from the Buyan Tamblingan Bali Ecotourism Destination Program.

Theoretical Approach

Today's Ecotourism

The main expected benefits of ecotourism are a conservation program and several other important benefits. Ecotourism can generate revenue that can be used to support conservation and preservation efforts (R. Utama & Mahadewi, 2014). Tourist taxes, entrance fees, and other tourism activities can be used to fund conservation efforts such as the protection of endangered animals, the development of protected areas, and the restoration of ecosystems. Ecotourism can directly contribute to the conservation of biodiversity (Walpole & Goodwin, 2001). By observing wildlife and natural ecosystems, travelers can appreciate the beauty and importance of biodiversity (Ho & To, 2010). In addition, ecotourism revenues can be used to support endangered species breeding programs and biodiversity conservation. By harnessing the potential of ecotourism to promote the protection and conservation of nature, long-term benefits can accrue to the environment, local communities, and tourists, and the survival of nature can be ensured for future generations (Chandel & Mishra, 2016); (Marzuki et al., 2023).

Despite the different opinions of researchers on the characteristics of ecotourism, the current trend in tourism should not be neglected to promote ecotourism that can fit into the modern world. Most of the theories and concepts of ecotourism in the world are considered outdated as the world is moving towards the era of modernization (Abd Aziz & Ariffin, 2009). Therefore, scholars propose three main criticisms of modernization theory extended to ecotourism as a form of sustainable development. They propose the first modernization theory that supports a false distinction between 'new' and 'traditional' (Regmi & Walter, 2017). In this way, the ideals, traditions, and behaviors of rural and indigenous communities are relics of old activities that should be discarded to be new and thus gain a progressive status (Regmi & Walter, 2016).

Ecotourism Businesses

Ecotourism is very promising in today's world as more and more people are starting to care about the environment and its sustainability, which is why many are looking for eco-friendly holiday alternatives (Smith & Eadington, 1992). There are some business opportunities in ecotourism, such as nature tourism, which offers natural beauty that is still beautiful. For example, forests, mountains, and beaches. They can do eco-friendly management, such as building facilities that use renewable energy and reduce plastic waste (I Gusti Bagus Rai Utama, 2016). Agritourism offers organic gardening or farming. Introduce visitors to organic farming methods and the importance of sustainability. They can also sell organic products from the garden or farm. Cultural tourism promotes local culture in an area by organizing traditional ceremonies, dances, and traditional cuisine (D'Souza et al., 2019); (González-Herrera & Giralt-Escobar, 2021).

Ecotourism also requires effective marketing to attract tourists. This can be done through promotion via social media, cooperation with travel agencies, or participation in tourism exhibitions and festivals. Regular monitoring and evaluation are essential for ecotourism management. This is useful to find out if ecotourism is in line with objectives and to fix things that need to be improved. (Zabihi et al., 2020); (Wondirad et al., 2020); (Oviedo-García et al., 2017).

Method

This research is survey research, direct observation, and literature study through documentary analysis. Data were collected through interviews and observations in ecotourism destinations in Lake Buyan and Tamblingan Area Figure 1. below:

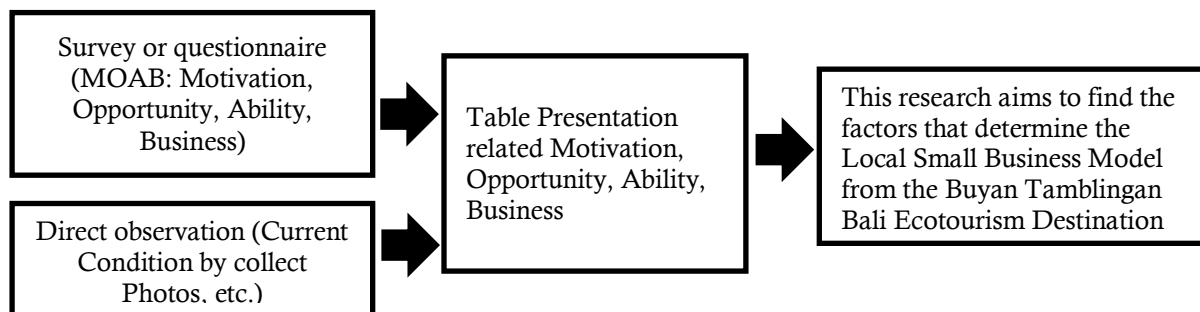


Figure 1. Research Method Flowchart Local Small Business Model from the Buyan Tamblingan Bali Ecotourism Destination(UTAMA et al., 2021), (Chew, 2009), (Abd Aziz & Ariffin, 2009), (D'Souza et al., 2019).

To find the determinants of community involvement in ecotourism, we conducted a survey in Buyan Tamblingan, 50 local communities of Buyan and Tamblingan areas were involved to answer several questions related to variable MOAB (Motivation, Opportunity, Ability, and Business)(UTAMA et al., 2021). The survey results were processed using descriptive statistics, and displayed in the form of tables. The results of the study are also reinforced by the results of observations displayed in the form of photographs, and also the results of brief interviews with several local communities (Figure 1).

Results and Discussions

Overview of Ecotourism Management in Buyan Tamblingan

As a result of the survey, Lake Buyan and Tamblingan are two lakes located in Pancasari Village, Sukasada District, Buleleng Regency, Bali, Indonesia. Both lakes are popular tourist destinations on the island of Bali. Lake Buyan has an area of about 3.9 km², while Lake Tamblingan has an area of about 1.45 km²(I.G.B.R. Utama & Trimurti, 2020). These two lakes are located side by side and are connected by a river. Lake Buyan and Tamblingan are very attractive because of their beautiful and natural scenery(Rai Utama & Trimurti, 2020). The calm lake water and green watercolour mesmerise the eyes of visitors. In addition, the lake is surrounded by hills and dense forests, creating a calm and peaceful atmosphere. Visitors can enjoy the beauty of the lake by renting a traditional boat available around the lake(Rai Utama & Trimurti, 2020). Other activities that can be done in this lake are fishing, travelling around by bicycle or motorbike, or simply relaxing while enjoying the beautiful scenery (See Figure 2).

Other activities that can be done here are fishing, cycling motorbike tours, or just relaxing while enjoying the beautiful scenery. Pancasari Village also offers a range of accommodations, from luxury villas to simple inns for travelers who want to stay by the lake. There are also food stalls and restaurants offering local and international menus for visitors who want to try Balinese specialties. So while on holiday to Bali, don't miss the opportunity to visit Lake Buyan and Tamblingan in Pancasari village. One of the camping ground owners said that tourists from among young people stay more at the camping ground that he manages. They come to stay for 2-3 days, and usually on weekends or holidays.



Figure 2. Ecotourism Program of Buyan Tamblingan (Observation by Utama, et al., 2023)

Identification of some of the contributions of Buyan Tamblingan

Lakes Buyan and Tamblingan play a very important role in Bali's tourism. Here are some of the contributions they make: (1) Natural beauty: Lakes Buyan and Tamblingan are surrounded by green mountain forests, stunning lake views, and fresh air. Lakes Buyan and Tamblingan have become popular tourist destinations in Bali, providing economic and social benefits to local communities and memorable nature experiences to tourists.

Ecotourism Management and Local Community Business Creation

Mobilizing Local Community Involvement

The results of closed interviews with 50 informants that have been conducted by community groups involved in Buyan Tamblingan ecotourism management seen from the Mobilizing Local Community Involvement factor (using Likert Scale) can be explained in the following table 1 below.

Table 1. Motivation Community Involvement in Buyan Tamblingan Ecotourism Program

Code	Variable	Operational Definition	Tendency	Description
M1	Money	Motivation to make money	3.68	Very good
M2	Knowledge	Motivation to gain knowledge about nature conservation	3.90	Very good
M3	Optimism	Motivation for optimism that ecotourism programs are useful for the community	4.00	Very good
M4	Mindset	Idealism about the importance of nature conservation	3.60	Very good

Code	Variable	Operational Definition	Tendency	Description
M5	Interest	Interest from local communities independently	3.58	Very good
M6	Socialization	Local communities are motivated by the government and community leaders	3.16	Very good
M7	Income	Promising income for the community	3.10	Very good
M8	Commitment	The existence of local community commitment	2.84	Good
M9	Independence	Concerns of local communities from outside interference.	3.72	Very good

Data collected from managers of Buyan Tamblingan (2023)

Table 1 above explains the motivation of the community involved in the Buyan Tamblingan ecotourism program. Motivation of the community involved in the ecotourism programmer is identified in several indicators as follows: (1) motivation to make money, (2) motivation to gain knowledge about conservation, (3) motivation to benefit that ecotourism programs are beneficial to the community, (4) idealism about the importance of conservation, (5) independence of local communities, (6) motivated by the government and community leaders, (7) promising income for the community, (8) the commitment of local communities, and (9) local community concerns about outside interference.

Opportunities expected by local communities

The results of closed interviews with 50 informants that have been conducted by community groups involved in ecotourism management seen from the Opportunities factor can be explained in the following table 2 below.

Table 2. Opportunities expected by local communities in the Buyan Tamblingan Ecotourism Program

Code	Variable	Operational Definition	Tendency	Description
O1	Facility	Availability of facilities	3.24	Very good
O2	Awareness	Growing awareness from the community	3.84	Very good
O3	Natural Beauty	Available natural beauty	3.36	Very good
O4	Training	Ecotourism training that has been obtained	3.74	Very good
O5	Tourist arrival	The arrival of tourists as an opportunity for ecotourism management	3.68	Very good
O6	Infrastructure	Availability of infrastructure	2.78	Good

Data collected from managers of Buyan Tamblingan (2023)

As seen in Table 2, the opportunities expected by local communities in the Buyan Tamblingan ecotourism program that opportunities expected from local communities with the ecotourism programmer are opportunities to take advantage of natural beauty as a tourist attraction, and opportunities for tourist arrivals to buy tour packages or products produced by local communities. However, the availability of facilities, the growth of public awareness, complete ecotourism training, and the availability of infrastructure still require the involvement of other parties such as the government and third parties who are expected to participate in ecotourism programs in their area.

Local Community Capability in Ecotourism Management

The results of closed interviews with 50 informants that have been conducted by community groups involved in ecotourism management seen from Local Community Capability in Buyan Tamblingan Ecotourism Management can be explained in the following table 3 below.

Table 3. Local Community Ability in Buyan Tamblingan Ecotourism Management

Code	Variable	Operational Definition	Tendency	Description
A1	Funding	Availability of budget	2.22	Good
A2	Skills	Availability of skilled human resources	2.22	Good
A3	Participation	There is commitment from the local community.	3.86	Very good
A4	Labour	Availability of local HR support	3.76	Very good
A5	Leadership	Availability of leaders who direct and motivate	3.72	Very good
A6	Role of Youth and Women	Support from youth, and women	3.12	Very good
A7	Cooperation	There is cooperation with tourism service providers such as travel agents who bring tourists to Ecotourism.	3.38	Very good

Data collected from managers of Buyan Tamblingan (2023)

As seen in Table 3, local community ability in Buyan Tamblingan ecotourism management. The ability to manage a strong ecotourism programmer is the commitment of local communities to improve the capacity of ecotourism management. However, some of the weaknesses of local communities that require greater participation in ecotourism programs are the lack of availability of financial resources, the availability of qualified HR staff or support, the availability of local government support, the availability of leaders to manage and motivate ecotourism programs, support from youth and women, and the need to work with tourism service providers to bring tourists to enjoy ecotourism.

Enterprises and businesses created through local community involvement in the Buyan Tamblingan Program

The results of closed interviews with 50 informants that have been conducted by community groups involved in Buyan Tamblingan ecotourism management seen from enterprises and businesses created through local community involvement in Buyan Tamblingan Ecotourism Management can be explained in the following Table 4.

Table 4. Enterprises and businesses created through local community involvement in Buyan Tamblingan Ecotourism Management

Code	Variable	Operational Definition	Tendency	Description
B1	Nature Tourism	Tourism Business (Trekking, and the like)	3.86	Very good
B2	Forest Products	Local forest-related businesses	3.90	Very good
B3	Agricultural Products	Intercropping Agriculture Business, and the like	3.76	Very good
B4	Handicrafts	Handicraft businesses such as souvenirs made from forest and lakes products	3.76	Very good

Data collected from managers of Buyan Tamblingan (2023)

As seen in Table 4, business opportunities from community involvement in ecotourism management are by the potential of the region and the type of ecotourism itself. In the case of ecotourism management programs in Buyan Tamblingan. Business opportunities that have been cultivated by the local community are freshwater fish farming, farming of major vegetables and flowers for ceremonial purposes, homestay services, sales of tracking and fishing packages.

Conclusions

The Local Small Business Model from the Buyan Tamblingan Bali Ecotourism Destination Program can be explained as follows:

The community involvement will increase if they have the opportunity to participate in ecotourism management, and for that better ecotourism management skills are needed. If they are motivated, have the opportunity to participate, and are able to participate, then they will be able to create small business opportunities related to ecotourism programs. The motivation to engage in ecotourism management can be increased by providing management opportunities that can increase community income through the creation of small businesses related to ecotourism potential. In this context, the government can provide limited management permits with clear rules to the community so that the forest managed as an ecotourism programmer remains sustainable. The involvement of pent helix stakeholders such as universities is needed to educate the community on the importance of preserving the surrounding forest so that small community businesses that depend on the forest are also sustainable. The role of village governments and communities around the forest is also important so that public awareness of forest conservation can also be continuously improved [29]. The motivation of the community involved in the ecotourism programmer is identified in several indicators as follows: (1) motivation to make money, (2) motivation to gain knowledge about conservation, (3) motivation to benefit that ecotourism programs are beneficial to the community, (4) idealism about the importance of conservation, (5) independence of local communities, (6) motivated by the government and community leaders, (7) promising income for the community, (8) the commitment of local communities, and (9) local community concerns about outside interference.

The opportunities expected from local communities with the ecotourism programmer are opportunities to take advantage of natural beauty as a tourist attraction, and opportunities for tourist arrivals to buy tour packages or products produced by local communities. However, the availability of facilities, the growth of public awareness, complete ecotourism training, and the availability of infrastructure still require the involvement of other parties such as the government and third parties who are expected to participate in

ecotourism programs in their area. The ability to manage a strong ecotourism programmer is the commitment of local communities to improve the capacity of ecotourism management. However, some of the weaknesses of local communities that require greater participation in ecotourism programs are the lack of availability of financial resources, the availability of qualified HR staff or support, the availability of local government support, the availability of leaders to manage and motivate ecotourism programs, support from youth and women, and the need to work with tourism service providers to bring tourists to enjoy ecotourism.

The business can be created from community involvement in ecotourism management depend on the potential of the area and the type of ecotourism itself. In terms of ecotourism management programs in Bali, there are trekking tourism businesses, forest/lakes products, intercropping, and handicrafts.

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