

# SUSTAINABLE TOURISM

PERTEMUAN - 3

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# SUSTAINABLE TOURISM

Our society will be defined not only by what we create, but what we refuse to destroy (John C. Sawhill)



# LATAR BELAKANG SUSTAINABLE TOURISM

- Burtland report by WCED (1987) → sustainable development → strategi pembangunan → pertumbuhan ekonomi dan kelestarian lingkungan dapat seiring sejalan untuk masa kini dan masa datang
- Rio Earth Summit (1992) menghasilkan Agenda 21 dan Rio Declaration → *action plan* berbasis sustainability
- **Agenda 21** menawarkan bentuk blueprint sustainable development
- **Deklarasi Rio** merumuskan prinsip2 utama sustainable development

# LATAR BELAKANG SUSTAINABLE TOURISM (2)

## Lahirnya Sustainable Tourism:

- WTO & UNESCO (April 1995) - *World Conference on Sustainable Tourism*
- WTO, UNESCO dan WTTC (1996) meluncurkan Agenda 21 untuk industri wisata → *towards environmentally sustainable development*

# PENGERTIAN, DEFINISI SUSTAINABLE DEVELOPMENT DAN SUSTAINABLE TOURISM

- Berdasarkan Burtland Report (1987), 3 pilar sustainable development: pertumbuhan ekonomi, kelestarian lingkungan, dan pemerataan kesejahteraan.
- Sustainable Development - bukan fokus pada kelestarian lingkungan secara fisik - fokus pada pembangunan berbasis prinsip2 keberlanjutan - comprehensif dengan budaya, ekonomi, kebijakan
- Tujuan Utama Sustainable Development - mengurangi kemiskinan - tidak merusak lingkungan

# PENGERTIAN, DEFINISI SUSTAINABLE DEVELOPMENT DAN SUSTAINABLE TOURISM

- Definisi sustainable tourism → industri wisata - ramah lingkungan - berkelanjutan
- Sustainable tourism (WTO) → setiap bentuk pembangunan, penggunaan barang publik ataupun aktifitas wisata yang menekankan pada preservasi sumberdaya alam, budaya dan sosial dalam jangka panjang dan berkontribusi secara positif terhadap pembangunan ekonomi dan kesejahteraan masyarakat yang tinggal, bekerja dan berwisata di area tsb.





Sustainable tourism means making low impact on the environment and local culture, while helping to generate future employment for local people. The positive of sustainable tourism is to ensure that development is a positive experience for local people; tourism companies; and tourists themselves

# SYARAT SUSTAINABLE TOURISM

1. Alam, sejarah, budaya, sumberdaya lainnya - dikonservasi - untuk masa datang - masa kini: untung
2. Pembangunan wisata - rencana & kelola - non masalah lingkungan & sosial
3. Lingkungan wisata - kelola dan bangun - seperlunya - kualitas lingkungan
4. Kepuasan wisatawan - marketability & popularity
5. Keuntungan wisata - masyarakat luas



## Syarat Lain :

1. Masyarakat - pertahankan budaya asli
2. Tempat wisata - tetap menarik wisatawan
3. Lingkungan tidak dirusak
4. Efektif politikal frame work

## Sustainable tourism untuk alasan:

1. Ekonomi
2. Public Relation
3. Marketing

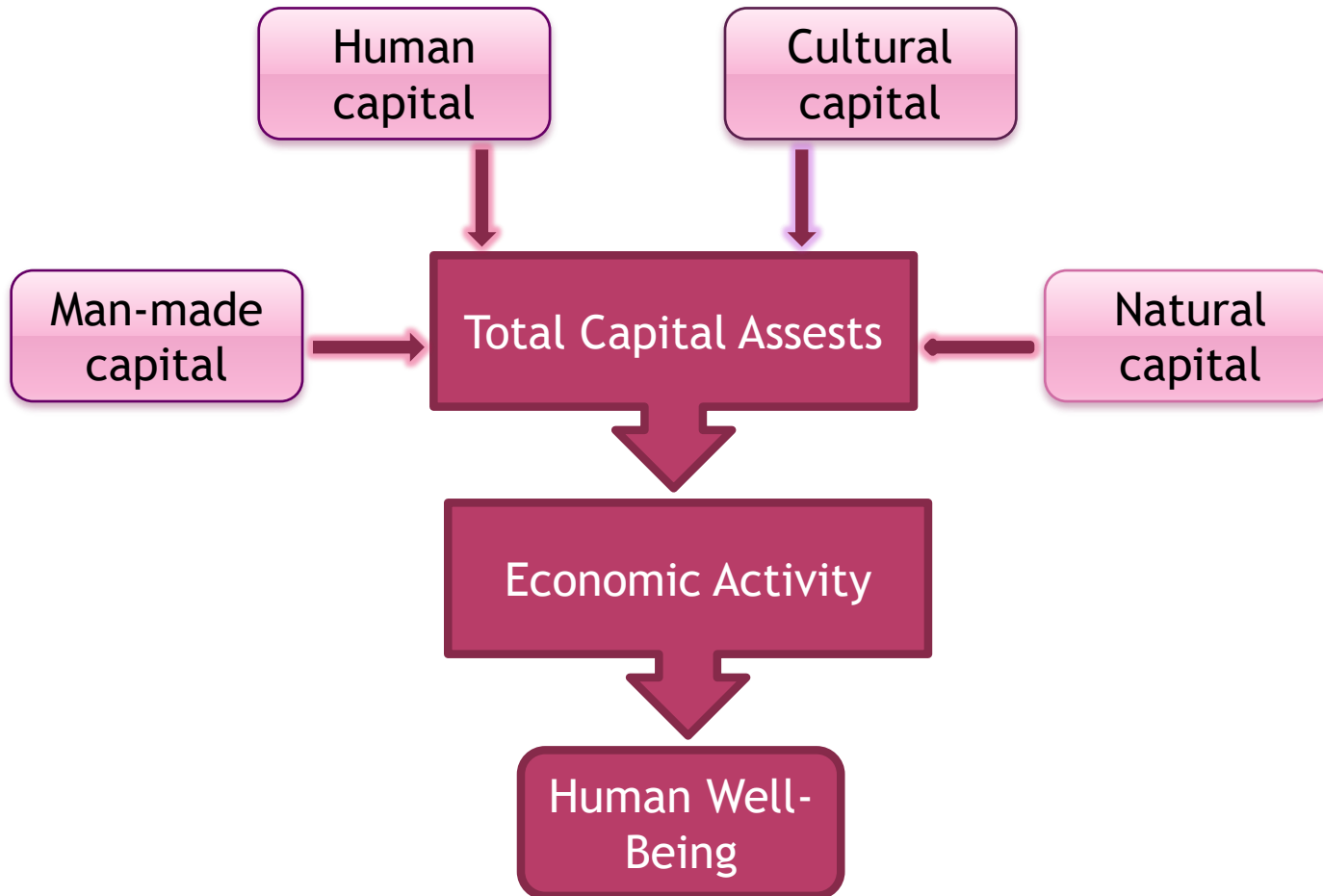
# TUJUAN UTAMA SUSTAINABLE TOURISM

1. Kepedulian & pengertian - kontribusi wisata terhadap lingkungan dan ekonomi
2. Pemerataan kesejahteraan & pembangunan
3. Peningkatan - taraf hidup - masyarakat sekitar wisata
4. Kualitas - pengalaman & kepuasan wisatawan
5. Kualitas lingkungan - tempat wisata

# KONSEP SUSTAINABLE TOURISM

- Keberlanjutan pendapatan: kini dan nanti - minimal kualitas sama
- Kesejahteraan generasi mendatang - tergantung capital assets
- Stock of capital assets → minimal sama dengan sekarang
- Sustainable tourism berkaitan erat dengan konsep *well-being of future generations*

# BAGAN CAPITAL ASSETS DAN HUMAN WELL BEING



- 3 pilar Sustainability - social dimension - WTO - pengentasan kemiskinan global - wisata
- Wisata - pertumbuhan ekonomi, investasi, lapangan pekerjaan
- 80% penduduk miskin dunia ada di 12 negara
  - 11 negara: kegiatan ekonomi terpenting: wisata
- -UNCTAD: project sustainable tourism - eliminating poverty - 2002 World Summit on Sustainable Development - Afrika

# WEAK VS STRONG SUSTAINABILITY

- Weak sustainability: sumberdaya - fully substitutable
- Strong sustainability: sumberdaya - utuh - non substitusi - preservasi → no decrease in the natural capital
- Tingkat substitusi sumberdaya - penggunaan.
- untuk produksi - substitusi tinggi - contoh: ?
- Penggunaan langsung - substitusi rendah





- Preservation sumberdaya alam - berharga? - Berapa?
- Cenderung under estimate - Kebijakan: conserv or not?
- Perlu Valuasi Ekonomi
- Contoh teknik valuasi: Travel Cost Method (TCM), Contingen Valuation Method (CVM) - Willingness To Pay (WTP)

**\*\*\*[LINK TO VIDEO SUSTAINABLE TOURISM](#)**

# INDIKATOR SUSTAINABLE TOURISM

- Komitmen Pengelola wisata - sustainable tourism - accountability - indikator
- WTO: indikator untuk local community (Mak, J. 2004 P: 191)  
kelestarian tempat, tekanan, intensitas penggunaan, dampak sosial, kontrol pengembangan, manajemen limbah, proses perencanaan, ekosistem, kepuasan pengunjung, kontribusi wisata terhadap masyarakat setempat.

# INDIKATOR SUSTAINABLE TOURISM

## WTO core indicators of sustainable tourism

Indicator	Specific measures
1. Site protection	Category of site protection according to IUCN index
2. Stress	Tourist numbers visiting site (per annum/peak month)
3. Use intensity	Intensity of use in peak period (persons per hectare)
4. Social impact	Ratio of tourists to locals (peak period and over time)
5. Development control	Existence of environmental review procedure or formal controls over development of site and use densities
6. Waste management	Percentage of sewage from site receiving treatment (also structural limits of other infrastructural capacity on site, such as water supply)
7. Planning process	Existence of organized regional plan for tourist destination region
8. Critical ecosystems	Number of rare/endangered species
9. Consumer satisfaction	Level of satisfaction by visitors (questionnaire-based)
10. Local satisfaction	Level of satisfaction by locals (questionnaire-based)
11. Tourism contribution to local economy	Proportion of total economic activity generated by tourism only

Source: WTO (1996).

# INDIKATOR SUSTAINABLE TOURISM

Sample WTO supplementary indicators of sustainable tourism for selected environments

Environment	Indicator	Suggested measures
Coastal zones	Levels of beach erosion Beach use intensity	% of beach eroded Persons per metre of accessible beach
Mountains	Extent of erosion caused by tourists	% of surface in eroded state
Managed wildlife parks	Human population in park and surrounding area Level of poaching in park	Number of people within 10km of boundary Number of poaching incidents reported
Urban environments	Air pollution measurements Use intensity	Number of days exceeding specified pollutant standards Traffic congestion
Cultural sites	Restoration costs Measures of disruptive behaviour	Estimated costs to maintain/restore site per annum Traffic vibration, number of vandalism incidents per year
Unique ecological sites	Changes in flora mix and concentration	Primary flora species as a % of total plant cover
Traditional communities	Social impacts	Average net income of tourists/average net income of local population
Small islands	Measures of capital flight Fresh water availability	% of exchange leakage from total tourism revenues Volume of water used by tourists/ volume used by local population on a per capita basis

Source: WTO (1996).

TERIMA

KASIH