

Sustainable Tourism Development Model in Increasing Community Economic Growth (West Papua Tourism Object Study)

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Abstract

This research focuses on the model of sustainable tourism village development in increasing economic growth and community prosperity in West Papua Tourism villages. The purpose of this study is to determine the growth and prosperity rate of the community in the tourist villages of West Papua. The data collection method is to use primary data and secondary data with data collection techniques, namely observation, interviews, documentation, and literature studies. The results of this study show that sustainable tourism development can increase economic growth and community prosperity, along with the large number of foreign tourists and domestic tourists visiting West Papua.

Keywords : *Sustainable Tourism Development, Economic Growth, Tourism Objects*

INTRODUCTION

Manufacturing, agriculture, and retail industries offer crucial support in the production of services in the tourism sector, and that tourism also plays important role towards generating industry value-added/GDP and generating income to households (Ferrari et al., 2021). Exploring the growth potential will ultimately facilitate the sustainable tourism to grow (Fletcher et al., 2019). Consistent development of tourism-related sectors may lead to increasing households' prosperity; for this reason, poverty reduction, regardless of the specification of the model may also be achieved. However, if income generated from tourism is used as proxy, the model seemed to show no significant impact of tourism development on the prosperity of households, regardless of the specification of the model being used.(Odhiambo, 2021).

Tourism-related industries from the non-oil sector that are assigned as the leading sector in generating the national income were found in several countries, such as: USA, Australia, Thailand, Japan, and Indonesia. Tourism refers to as activities of travelling from one place to another as an individual person or in a group of people, or business. Increasing rapid economic growth, creating job opportunities, generating more income and improving living standards are the milestones of an improved tourism sector. This direct and positive relationship between tourism and economic growth can be observed during the specification of the model. There is convergence in the model, however, the speed is often found to be slow and with low intensity, which outruns its divergence. The three outcomes mentioned above may contribute to income generation but is uncertain (Haller et al., 2021). Tourism attraction, accessibility, facility, community empowerment, marketing and institutional matters will still have to be developed by putting in place strategies and programs in developing the tourism sector to achieve greater outcomes (Aditha Agung Prakoso, 2011).

Practically speaking, economic, social, cultural and political, security, and environmental aspects are brought together in order to produce tourism-related services that are needed for both local and overseas tourists. Exploring how the global pandemic has changed the society, economy, and tourism, the impact felt by the community and their interpersonal beliefs have had direct impact on the social closeness of their livelihoods (Gössling et al., 2020). Hence, another proposed model would take into account social attachment to see if it gives direct impact towards the social and environmentally-friendly behaviors of the community (Ramkissoon, 2020). There are plenty of tourist destinations across the globe, some of them are located in France, Australia, Japan, and Indonesia. With the tourist attraction that these places have to offer, may become the reason for domestic and international tourist to visit. Tourism sector may have valuable economic, social and political, cultural, geographical, and environmental contributions in a broad sense (Abdillah, 2016).

As compared to the scenarios of selected sectors other than tourism, the results showed that future outcomes of the existing tourism sector can only offer to a small extent of economic benefit and that the development of tourism sector need to be improved as much as the development scenarios applied for the other sectors and to address global challenges (Scott & Gössling, 2015). Indonesia has become one of the countries with the most visited destinations by both domestic and international tourists. Social sustainability in procedural and substantive sense, is a useful conceptual interpretation to address issues related to the development of tourism (Helgadóttir et al., 2019). Destination of tourism in Indonesia has a potential of drawing tourists' attention who have come to visit the country. One of the most visited sites would be the Sorong city which is the main entrance for tourists who come to visit various places in West Papua. This can be observed from the number of visitors registered by the Statistics Indonesia of Sorong city:

Table 1 Number of Tourist Arrival, 2015-2017

Tourists	Number of tourists arrival		
	2015	2016	2017
International tourists	324,00	547,00	535,00
Domestic tourists	-	-	-
Total	324,00	547,00	535,00

Source: (BPS Sorong city, 2021)

In table 1, it can be seen that Sorong city has experienced an increasing number of tourists within the three consecutive years who come to visit tourism villages in the Sorong city. This also has impacted positively to the development of sustainable tourism villages as well as to the economic growth and people prosperity. Economically, the development of marine tourism also plays an important role in generating more national income and economic development of the regions situated nearby the tourism site (Diah Yustinaningrum, 2009). Tourism villages is a concept of community-based development in which the existing condition remains basically unchanged, but the tendency rests on finding the existing village potential that can be developed by making use of every valuable component that exists within the village and its functions as a small-scale tourism product. This may consist of set of tourism activities that offers the need for travelling, not only from the perspective of attractiveness but also from the supporting facilities that it may offer. This increased number of visiting tourists may contribute to the development of tourism (La ode unga, 2011).

Tourism villages such as Moi Park, Aimas Dum, Wisata Magrove, Tampa Garam, and Raja Ampat are the most visited tourism sites. This can be observed from the economic growth and prosperity of the people living in the 5 tourism sites. The tourism attractions such as beauty of undersea ecosystem and beaches have become more popular amongst the tourists. However, culinary tour cannot be overlooked as such, this is also one of the most visiting parts of Sorong city. The role of rural community is also important in developing the existing tourism villages. They are expected to leave good impressions and to show their creativity in managing the village as this may have an impact on offering economic benefits and ultimately increasing their living standards. Figure 1 below shows the tourism sustainable development model.

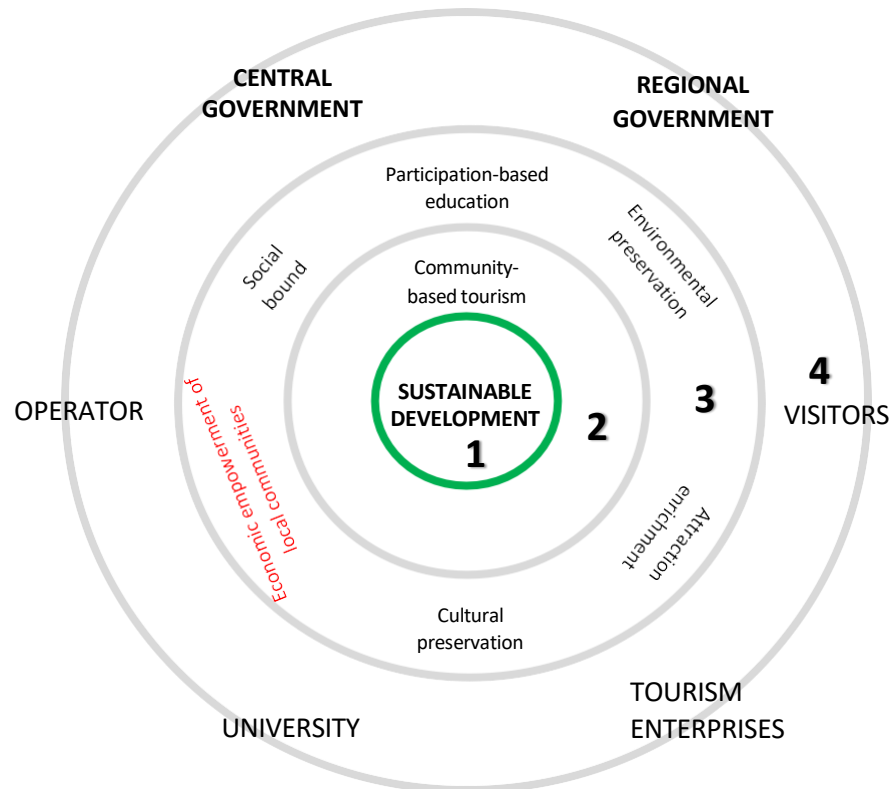


Figure 1. Sustainable tourism development model

(Darma Putra et al., 2021), cultural heritage in Bali and its representation came from various historical and religious backgrounds, and not always arises common impression and enthusiasm about cultural similarity for most Asian tourists (Tati Toharotun Nupus, 2019) argued that in developing Kunjir tourism village, local heritage values are the main ingredients for building up the creativity which may have economic value and generate more income of the locals without damaging social structure and nearby ecosystem. Tourism village development may be considered as a planned change which requires participation of people holistically (Sidiq & Resnawaty, 2017).

Whereas the research from (Ahmad Soleh, 2017) points out that by the enacted law of No.6/2014 regarding villages, may open the opportunity for every village to independently develop its potential respective of each of their needs in order to level up people's prosperity. The precarious conditions of labor in the services sector of this rapidly expanding world economy and thus also add much-needed empirical insight from the South to recent debates about the emerging precariat of contemporary capitalism (Lee et al., 2015). Tourism villages such as Moi Park, Tampa Garam, and Raja Ampat are the most popular tourism site with immense sea beauty and the design of places containing ethnic fashion which may be attracting to visitors. In addition, in developing tourism, the local community often maintain vital condition of the environment by avoiding direct disposal of sewage to the ocean since it may have detrimental impact on the marine lives.

Local culture heritage also plays an important role in the development of tourism to avoid exploitation of nature. It is, however, different from the Wisata Mangrove tourism site in which the handicraft industries make use of raw materials from the nature for crafting unique accessories and souvenirs. However, this potential is still lacking improvement from the local community nearby the Wisata Mangrove as a tourism village based on its local heritage to allow its local economy to grow. Following is the model proposed for the development of sustainable tourism.

In this study, authors refer to literature review to build up a conceptual framework to classify data sources and general information and present them. Ideas from previous studies are used for analysis and to enrich the discussion in this study, as well as to propose unprecedented recommendation against recent studies. The conceptual framework that can be used in the development of tourism villages is as follows.

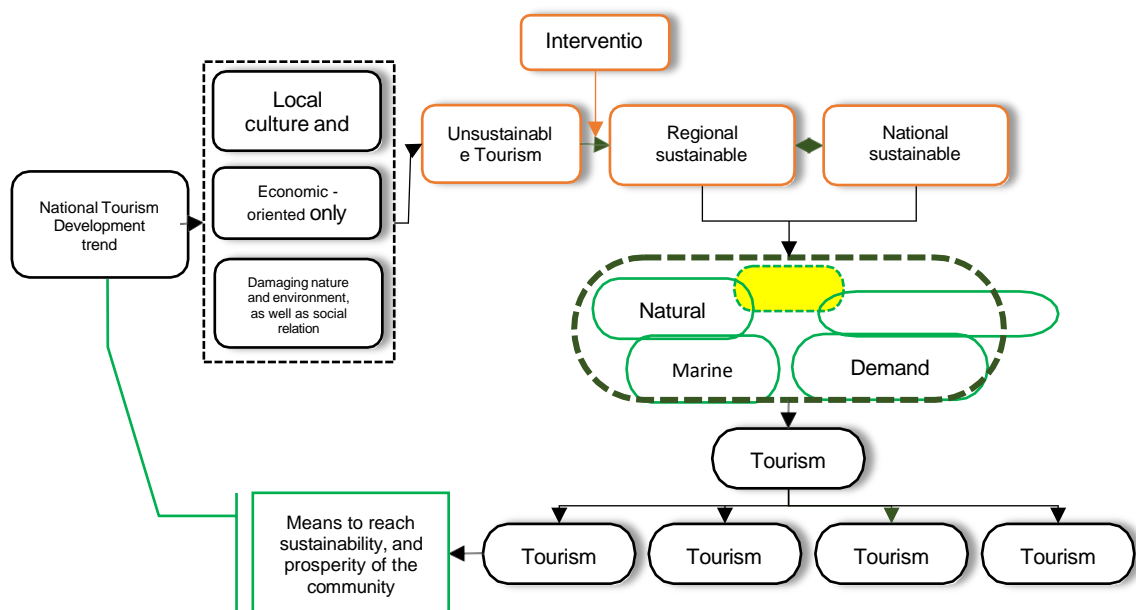


Figure 2. Conceptual framework of sustainable tourism development model

Sustainable tourism development

The concept of sustainable tourism introduced by the World Commission on Environment and Development (WCAD in Brunlad report in 1987), pointed out that “Sustainable development is the development that meets the needs of present without compromising the ability of future generation to meet their own needs”⁹. From this statement, it can be understood that sustainable development is part of the development which takes into account present needs of the people and also allow future generations to fulfill their needs in many years to come.

METHODOLOGY

Methods used for this research is a qualitative type of study, where it mainly emphasizes on the aspect of data exploration in order to improve the quality of the findings. Main data source used in this are obtained from 5 tourism sites which is situated in the West

Papua province. Miles and Huberman offer a general analysis mechanism by following an interactive model as follows:

1. Data reduction: According to Sugiyono (2018:247-249) data reduction is the process of summarizing, selecting main ideas and features, focusing on important matters that are relevant to the research topic, identifying its theme and pattern, and finally to provide a clear picture in order to facilitate the collection of subsequent data.
2. Data display: After dealing with data reduction, the next step is to present the data. In the qualitative research, data representation can be done in the table, graphical, flowcharts, pictogram formats and other similar type of data representation.
3. Drawing conclusion: the last step in the analysis of qualitative research is how one can draw a conclusion.

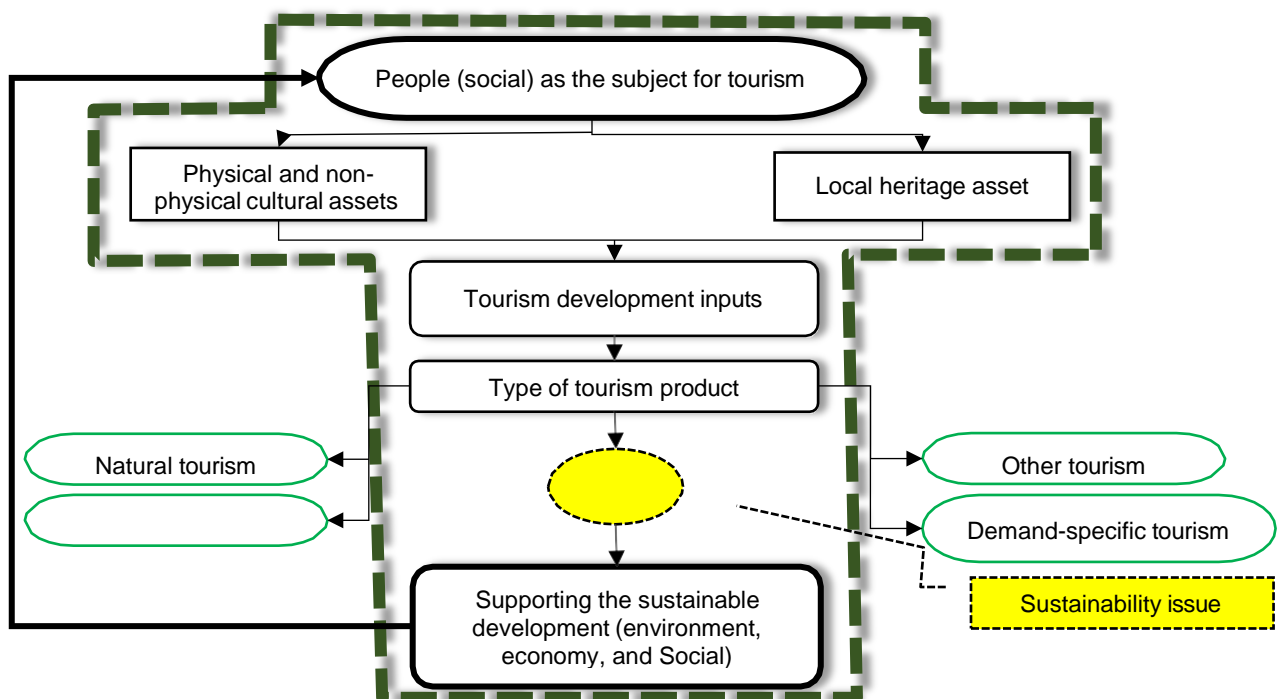


Figure 3. Theoretical framework of sustainable development of tourism

RESULT AND DISCUSSIONS

Development of Moi Park Tourism

Moi Park is one of the natural tourism sites located exactly within the Sorong, West Papua, 25 Km to the west part from the city center. Moi Park has its own potential and tourist attraction and become one of the places that is highly recommended to visit. Tourism system and its resistance explain the fundamental strength as a building block for life-cycle in the tourism area, Butler, as suggested in the 1980s when the development of tourist destinations was considered to be linearly improved (Cochrane, 2010). Potential foreign investors in tourism is expected to contribute through external network and new insights to develop tourism needed to be implemented, and that it requires government efforts to stimulate the networking between tourism enterprises with other business sector

had to be stabilized and sustained (Mattsson & Cassel, 2020). This tourism site is considered the widest and featured by grown coconut trees, thus, making the view even seems attractive. In addition, tidal waves along the beach of Moi Park with appealing Papuan ethnic statues crafted by hand making the place to be reasonably unique.

In addition, the Moi Park tourist attraction also provides several adequate facilities such as a cafe for relaxing with beautiful and cool sea views, lodging for tourists who want to vacation with family and several game rides such as paintball and freshwater or saltwater swimming pools. In order to develop Moi Park natural tourism, business owners always make changes and updates so that tourists are interested and want to visit again. tourism-led growth will become more inclusive in the short to medium term (Hampton et al., 2018).

Development of Aimas dam tourism

Aimas Dam Tourism is a tourist destination that is not far from the Sorong district regent's office area, the location is around the trans area SP1 area, the travel distance from the city center to the Aimas Dam is approximately 20km to get there. strong support for China's BRI economic value to the sector, there is some concern that it could undermine local autonomy and Kazakhstan's distinctive brand as a tourist destination (Daye et al., 2020). Tourism development on household welfare, regardless of the specifications of the model used (Odhiambo, 2021). Aimas Dam is a reservoir that was originally a water distribution container for rice fields, but besides that, Aimas Dam also has a natural view and atmosphere of an eating place, to get to the location, visitors must pass a path that can only be passed by one vehicle. It can be said that the atmosphere at the Aimas Dam is still beautiful and very comfortable because it is far from the crowds and city noise.

Before proceeding with the development, tourism-related development theory suggest that the increasingly popular notion of degrowth offers an alternative conceptual lens through which tourism and development can look (Sharpley, 2022). The facilities provided for tourists are also very diverse, ranging from fishing spots, karaoke, playgrounds for adults and children, swimming pool baths. Not only that, what is a favorite and much in demand by tourists is the variety of food menus that are served, one of which is fresh sir fish which is a mainstay menu at Aimas Dam Tourism until to date.

Development of Mangrove Park tourism

Klawalu Sorong mangrove park tourism, West Papua, is the first mangrove park in the Cendrawasih land (Papuan slang for Papua). This mangrove park can be reached via road trip for about 17 minutes from Eduard Osok Sorong Airport. In this tourism site, there are many tourist activities to experience such as exploring along the coastal area by boat, enjoy sight-seeing of the panorama from the tower, walking along the unique color bridge constructed by the local community However, perception towards tourism is found not significant in building up the demand for traveling (Dragouni & Fouseki, 2018).

Mangrove Park of Klawalu Sorong also has bike-lane facility which is currently under construction. During time of staying in the mangrove park, tourists can also enjoy seeing various natural vegetation such as Terminalia catappa L, Rhizophora apiculate blume and so many more. For tourists who wish to bring home souvenirs and other handicraft products, they can be found at the available facilities along the park. Of which, sago crackers which is the original staple food of Papua, pea flower tea, and palm salt. There

are also handicrafts made from sago leaf midrib skin in the form of flower vases, tissue holders and displays.

Development of Tamba Garam Tourism

Tamba Garam tourism site is one of the tourism sites in the Sorong city which offers facilities such as 3 main swimming pools, and 2 sea pools and with one water park facility. There also exists several facilities for kids and they are safe to use. Moreover, several gazebos are also built along the pools as a place to sit and relaxation. Interesting spots for taking pictures are also provided and is appropriate for family tour with overnight stay at the lodges for a reasonable price. Evaluation using the ARS technology shows that the level of satisfaction of visitors is high from the perspective of technology and situational feedback, and that measures for developing tourism potential are also put in place (Keske & Smutko, 2010).

Development of Raja Ampat Tourism

Raja Ampat is a district in West Papua province of Indonesia. To reach this destination, we first need to enter the Sorong City. Normally, many tourists travel there by airplane to reach the city. Once you arrived in the Sorong city, the next transportation would be to use fast boats which normally operate twice in one day with the destination to Waisai, the city of Raja Ampat district. It will take around 2-3 hours to embark from Sorong port and arrive at Waisai port of Raja Ampat.

In general, Raja Ampat is a small archipelagic island comprising several coral islands spread across the entire site. Nevertheless, Raja Ampat also has 4 main islands such as Waigeo, Batanta, Salawati, and Misool islands. These four main islands were the starting point of the distribution of the entire population of Raja Ampat, of which the majority of the population make a living from fishing activities. The sea territory of Raja Ampat is the main attraction of Raja Ampat, considering that its area has also become the best tourist destination among the 10 sea territories across the globe. This was said by several research about richness of flora and fauna and preservation of marine nature on Raja Ampat. Concession arrangement made between the eco-tourism operator with local community has enabled the integration of sea territory into one of the eco-tourism components. Undersea lives can be preserved due to its value of biodiversity, which can be valued by the tourist while the local people continue to make a living by catching fish and to make use of natural resources in a sustainable way (Prasetyo et al., 2020).

CONCLUSION

Tourism-related industry is one of the industries in the non-oil sector which is also regarded as one of the leading sectors generating the national income in several countries, namely: USA, Australia Thailand, Japan, and Indonesia. In practice, tourism may involve several aspects, such as: economic, social, culture and politics, security, and environmental aspects which simultaneously produce tourism-related services used by both domestic and international tourists. Indonesia can be an example of tourism destination where many tourists have ever come to visit. These tourism destinations seem to have attracted many tourists to visit many places across Indonesia. One example could be Sorong city, that known to be the main entrance for tourists who often come to visit various sites in the West Papua region.

Tourism villages is a concept of community-based development in which the existing condition remains basically unchanged, but the tendency rests on finding the existing village potential that can be developed by making use of every valuable component that exists within the village and its functions as a small-scale tourism product. This may consist of set of tourism activities that offers the need for travelling, not only from the perspective of attractiveness but also from the supporting facilities that it may offer. Tourism villages like Moi Park, Aimas Dum, Magrovem Tampa Garam, and Raja Ampat tourism sites are the most visited places in West Papua. This can be observed through the economic growth and the prosperity of people living in the 5 regions.

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