

Strategy for Sustainable Tourism Development in Kelimutu National Park in Ende District

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Abstract

The tourism sector in Indonesia has currently been designated as a leading sector for development and is being boosted as a source of foreign exchange. The rapid development in the tourism sector can be seen from the policy of 10 priority tourist destinations which are then reduced to 5 super priority tourist destinations. Priority destination development must use sustainable tourism development. Kelimutu Lake Tourism Object is a lake tourism object located in Koanara Village, Ende Regency. This study aims to analyze how sustainable tourism has been carried out in the Kelimutu National Park in Ende Regency, East Nusa Tenggara. The research method used is qualitative with the approach used based on literature studies by looking for theories that are relevant to the problems found. The results of research on sustainable tourism development strategies in Kelimutu National Park that must be carried out are maintaining the national personality and culture, protecting the ownership of local community assets, and preserving the environment.

Keywords

Ecotourism, Kelimutu National Park, Natural Tourism, Sustainable Tourism Development, Tourism.

Introduction

The tourism sector in Indonesia has currently been designated as a leading sector development and is being boosted as a source of foreign exchange. The government is targeting 20 million foreign tourists to visit Indonesia in 2021. The global tourist industry's expansion and development have ushered in a new paradigm of sustainable socioeconomic

advancement (Bitok, 2020). By definition, tourism is a sector that is impacted and influenced by numerous individual regulations (Dionysopoulou, 2020). The rapid development in the tourism sector can be seen from the policy of 10 priority tourist destinations which are then reduced to 5 super priority tourist destinations. That the development of priority destinations must use sustainable tourism development. So there is no doubt from my environmental activist friends. The principle of internalization of environmental costs underpins the content of sustainable development, essentially raising economic actors' knowledge of the importance of being more critical when evaluating the repercussions of their economic operations (Aida & Setiawan, 2021). Tourism development is directed towards sustainable tourism development with principles based on community-based empowerment.

Sustainable tourism is tourism that pays attention to the impact on the environment, society, culture, economy in the present and the future for local communities and tourists. Not only adapting the sub-definition of the United Nations World Tourism Organization (UNWTO), but also making the Global Sustainable Tourism Council (GSTC) indicator to standardize sustainable tourism.

Sustainable development is essentially aimed at seeking equitable development between present and future generations. It is a state of affairs that satisfies the needs, yearnings, and aspirations of the current generation without jeopardizing the potential of future generations (Olayinka, 2020). Sustainable development aims to improve people's welfare, to meet human needs and aspirations (Salim, 1990) in (Sukma, 2014).

Regulation of the Minister of Tourism Number 14 of 2016 concerning guidelines for the development of sustainable tourist destinations. With the adaptation of Sustainable Development Goals (SDG) or the achievement of sustainable development until 2030, the ultimate goal of sustainable tourism at the Ministry of Tourism consists of the availability of decent work, sustainable production and consumption, and conservation of marine ecosystems. Everything is written in the 2016 tourism ministerial regulation.

There are four categories and 104 indicators that serve as guidelines for the development of sustainable tourist destinations in Indonesia, issued by the Ministry of Tourism. The four categories are sustainable tourism destination management, economic use of local communities, cultural preservation of communities and visitors, and environmental preservation.

Currently the tourism sector is faced with a new normal condition after the Covid-19 pandemic. Sustainable tourism will be an option and a consequence of the part of tourism development, after the COVID-19 pandemic. How is the development of tourism centered on people center tourism or community based tourism which includes increasing product diversification, services according to the needs of community behavior, service patterns and efforts to increase the power of local wisdom which eventually becomes a unique selling point. This must be maintained, maintained and managed with the support of quality human resources in the future. In addition, it is necessary to apply domestic sustainability values such as resilience and local wisdom, as well as balanced tourism.

One of the natural attractions in Ende Regency is the Kelimutu National Park. The Kelimutu National Park is one of the mainstays of tourist attractions in NTT. The Kelimutu National Park encompasses hills and mountains with Mount Kelimutu and its tricolor lakes. This lake is part of the crater of Mount Kelimutu (NTT Tourism Office, 2020). The lake or Tiwu Kelimutu is divided into three parts according to the colors in the lake. The blue lake or "Tiwu Nuwa Muri Koo Fai" is a gathering place for the souls of young people who have died. The red lake or "Tiwu Ata Polo" is a gathering place for the souls of people who have died and as long as they are alive they have always committed evil/divination. While the white lake or "Tiwu Ata Mbupu" is a gathering place for the souls of parents who have died.

Kelimutu Lake Tourism Object is a lake tourism object in Ende Regency, located in Koanara Village, Kelimutu District, which is + 55 Km from Ende City. Kelimutu Lake is also known as the Three Colors Lake. This tourist attraction is being developed by the Ende Regency Government, which was built around 1997, and for now its existence is managed by the Kelimutu National Park Office. Kelimutu Lake Tourism Object consists of three lakes. Its uniqueness is the color of the water, which changes every year, from red to dark green to light green, and dark brown and to sky blue.

In this National Park area, there are many activities that can be done a stunning natural panorama. Various species of flora and fauna also inhabit and are scattered throughout this national park. In addition, this tourist attraction is also equipped with various tourist facilities and facilities to support them, namely parking areas, public toilets, photo spots, souvenir and culinary sales places, management offices and so on. This tourist attraction can be an alternative trip for bicycle or sightseeing tours because it has a long enough road, even though it is a bit climbing, and it is steep.

Based on the description above, this study aims to analyze how sustainable tourism has been carried out in the Kelimutu National Park in Ende Regency, East Nusa Tenggara.

Literature Review

Sustainable Tourism

Sustainable Tourism is a tourism that is growing very rapidly, including the increasing flow of accommodation capacity, local population and the environment, where the development of tourism and new investments in the tourism sector should not have a bad impact and can integrate with the environment, if we maximize the positive impact and minimize the negative impact. So several initiatives have been taken by the public sector to regulate tourism growth for the better and put the problem of sustainable tourism as a priority because good businesses or businesses can protect resources or assets that are important to tourism not only now but in the future.

The concept of sustainability in all areas originated as an idea – a vision that such an approach could evolve into a concept or strategy. This applies to the concepts of sustainable development, sustainable tourism and ecotourism as well. As a concept, sustainable development is defined by a development strategy for the protection of living resources (Ivanovic & Mitic, 2017).

World Tourism Organization (WTO, 2005) states that sustainable tourism is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”. This explanation can be defined that sustainable tourism is a tourism development / development concept that fully takes into account the current and future economic, social and environmental impacts. UNESCO defines sustainable tourism as tourism that respects local communities and travelers, as well as the cultural and environmental heritage that exists in these locations.

Sustainable tourism can implement:

- a. Eco-tourism: is a tourism development that brings in tourists, but still limits the number of tourists who come and care about the surrounding tourism environment. Balance tourism, economic development with the conservation and protection of natural areas and traditional cultures.
- b. Eco-cultural: Eco-cultural tourism is presented here as a concept where ecological and cultural aspects are combined to create a site for tourists. It is proposed as a way for communities whose resources are expressed as cultural or ecological to develop. Sustainability and participation are both essential to the long term future of this form of tourism.

- c. Tourism Village: is a rural area that has unique and special characteristics to become a tourist destination, including: natural environment, tradition and culture still held by the community, special food, agricultural systems and kinship systems. A tourist village as a tourist destination, certainly needs to be supported by adequate facilities for tourists. These facilities include: homestay, so that tourists can really feel the daily atmosphere of the countryside with what it is, restaurants / food stalls, outdoor activity arenas / outbound facilities and various conveniences for tourists.

Sustainable Tourism Destinations

According to the WTO (2005) there are at least 12 main objectives of sustainable tourism development, which are as follows:

1. Economic Viability; ensure the sustainability and competitiveness of tourist destinations so that they can receive long-term economic benefits.
2. Local Prosperity; Maximize the contribution of tourism to the economy of local communities in the destination environment.
3. Employment Quality; Improve the quality of human resources assigned / involved in tourism activities, including in terms of wage income, gender and racial equality.
4. Social Equity; Provide a broad and equitable distribution of economic and social benefits, including increasing opportunities for engagement, income and services.
5. Visitor Fulfillment; To provide a satisfying experience for visitors, including the exchange of knowledge in tourism activities.
6. Local Control; Involve and empower local communities in planning and making decisions regarding tourism management or development.
7. Community Wellbeing; Maintain and strengthen the quality of life of local communities, including social structures and access to resources, facilities and life support systems.
8. Cultural Richness; Respect and raise awareness of the historical heritage, authentic culture, traditions and characteristics of the host community in tourist destinations.
9. Physical Integrity; Maintain and improve the quality of destination landscapes, both urban and rural.
10. Biological Diversity; Support all forms of conservation systems for natural areas, habitats and wildlife.
11. Resource Efficiency; Minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities.
12. Environmental Purity; Minimize air, water and soil pollution as well as landfill by tourist destinations and tourists.

Meanwhile, in the Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, there are 4 (four) main pillars in tourism development. This pillar is also the criteria formulated by the Global Sustainable Tourism Council, which includes:

1. Management of sustainable tourism destinations.
2. Economic use for local communities.
3. Cultural preservation for the community and visitors.
4. Environmental Preservation.

The four pillars above have been clearly stated in our Tourism Law, where the performance of tourism development is not only measured and evaluated based on its contribution to economic growth, but also for its contribution to improving people's welfare, reducing unemployment and poverty, preserving resources. Nature / environment, cultural development, improvement of the nation's image and national identity so as to strengthen unity.

Principles of Sustainable Tourism

To survive in the industry, businesses, including in tourism sector, must undoubtedly have unique method of operating or managing their services (Wesly et al., 2021). In essence, sustainable tourism development is related to ensuring that natural, social and cultural resources used for tourism development in this generation can be enjoyed for future generations.

"Tourism development must be based on sustainability criteria which means that development can be supported ecologically in the long term as well as be economically viable, ethically and socially just society (Charter for Sustainable Tourism, 1995).

Sustainable tourism development, as stated in the (Charter for Sustainable Tourism, 1995) is developed that can be supported both ecologically and economically feasible, as well as ethically and socially just society. This means that sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, utilization and maintenance of resources in a sustainable manner.

Of course, sustainable tourism development must be supported by strong sustainable tourism planning. Sustainable tourism planning aims to support the community and economic goals in regional development with elements safeguarding the environment. The basic goal and value of sustainable tourism planning is the reconciliation between economic

development and the socio-cultural and ecological environment with an aim to integrate tourism planning into other broader spatial planning perspectives. Thus all the components and major stakeholders in tourism planning – the industry, environment or local people – are considered and collaboration between different stakeholders and industries is emphasized (Kauppila et al., 2009).

This can only be done with a good governance system that involves active and balanced participation between the government, the private sector and the community. Thus, sustainable development is not only related to environmental issues, but also issues of democracy, human rights and other broader issues.

These principles include: (a). Participation; (b). Participation of Actors / Stakeholder Involvement; (c). Local Ownership; (d). Sustainable Use of Resources; (e). Fulfilling Community Goals; (f). Carrying capacity; (g). Monitor and Evaluation; (h). Accountability; (i). Training; (j). Promotion.

Literature Review

The results of the study (Gaol, 2014) revealed that the tourism object of Moni Koanara Village as a buffer zone for the three-color lake destination of Mount Kelimutu, the potential for tourist attractions has not been optimally empowered, the weak human resource capacity in the tourism sector, and not many people who concentrate on industrial business.

According to the research results of Susani et al., (2019) the role of the government / institution in the development of the Kelimutu National Park tourism object, in this case the Kelimutu National Park Office, has been quite successful. Because, before developing tourism, his party first plans a tourism promotion by conducting a SWOT analysis and then making improvements. After the area improvement is carried out, a promotion is carried out by taking advantage of the development of science and technology in supporting its duties and functions. This is certainly more effective and efficient in promoting so that it can be recognized by the wider community. In addition, the Kelimutu National Park Office also carries out education and training for employees who do not yet have a foundation in tourism, this gives them the opportunity to take part in the training. Another tourism development plan is to follow up on tourism development accompanied by regional culture and arts so that it can attract tourist visits.

The results of research conducted by (Hermawan et al., (2019) reveal the most appropriate strategy in developing ecotourism in Kelimutu National Park, namely offensive strategies

(taking advantage of opportunities and strengths), as well as the ecotourism area which has the first priority to be developed, namely the Moni area, the second is the Wologai area, the third is the Sokoria area, and the fourth is the Niowula area.

The tourism potential and culture of an area is an asset that must be maintained and developed. Various ways have been done by both the government and the community to continue to develop tourism potential and cultural wealth, one of which is by holding tourism events. For this, of course, there is a need for an appropriate marketing strategy so that this event can be known by the general public and attract tourists, both domestic and foreign (Pascaliany, n.d, 2014).

Research Method

This research is a qualitative research with the approach used based on literature studies looking for theories that are relevant to the problems found. Data collection is carried out to obtain primary data and secondary data. Primary data collection techniques were carried out in two ways, namely field observations and interviews. The data analysis technique used was descriptive qualitative analysis.

Result and Discussions

The Kelimutu National Park (TNK) is located in the Ende Regency, East Nusa Tenggara Province. Kelimutu National Park was designated as a National Park Area based on the Decree of the Minister of Forestry, SK No. 675 / Kpts-II / 97 with an area of $\pm 5,356.5$ hectares. The area of the Kelimutu National Park is 5,356.5 ha with a total boundary line of 48,423.44 m consisting of 241 palms of forest boundaries that border the National Park with 24 villages in 5 sub-districts in Ende Regency (Regional Forest Stabilization Agency VIII Denpasar, 2006).

The vision of the Kelimutu National Park is the Kelimutu National Park as a conservation area based on cultural ecotourism that is useful for the community. The missions carried out by the Kelimutu National Park Office are: 1) Developing ecotourism with a cultural theme parallel to its nature; 2) Empower indigenous peoples and buffer villages; and 3) Restoring ecosystem from foreign invasive species.

One of the ways to develop Sustainable Tourism in Kelimutu National Park is through ecotourism. Ecotourism in the Kelimutu National Park is quite well managed. Both in preparing the human resources (HR) of tourism actors and in helping to overcome environmental problems caused by tourism activities.

To develop sustainable tourism in the Kelimutu National Park area requires efforts that do not only consider the economic side. However, the ecological side of tourist destinations and the social side of the community need to be considered so that tourism development in Kelimutu National Park can be sustainable. One form of ecotourism that has been developed is through Community Based Tourism (CBT). The concept of Community-Based Tourism (CBT) was formed out of a desire to make better use of productive resources (Walkowski et al., 2020).

The form of CBT Ecotourism embodied in the Kelimutu National Park has shown an increase, although in general it does not reflect a form of ecotourism that is in line with the principles of ecotourism. The concept of ecotourism and trekking can be an effort to encourage the attractiveness that can be offered to tourists. As a form of innovation in the development of tour packages, Kelimutu National Park and local villagers have opened three trekking routes to Lake Kelimutu. Two routes were built in the Detusosko sub - district, namely from a Wologai village in the north and Niowula in the west. The other is the route from the village of Sokoria to the south of Lake Kelimutu. To support the program, the government, in this case the Ende District Tourism Office, held trekking and guide training for local communities, especially young people.

In addition to developing ecotourism, Kelimutu National Park in order to increase tourist visits, in order to develop sustainable tourism has a program for the empowerment of indigenous communities around the Kelimutu National Park area. With this program, it is expected to become a package visit to Kelimutu. Not only to the Kelimutu National Park, but also to cultural tourism spots in interesting traditional villages.

The program to increase the economic empowerment of communities around the area has started to grow as evidenced by the number of natural and cultural tourism packages being offered around the Kelimutu National Park area. The Government of Ende Regency, in this case the Culture and Tourism Office, strongly supports the existence of sustainable tourism, because sustainable tourism is very dependent on the role of the community and benefits for the community. Kelimutu National Park and all the richness and uniqueness of nature and culture is a form of sustainable tourism development efforts. People are slowly starting to realize and make tourism their main livelihood besides farming, gardening and weaving and starting to apply "Sapta Pesona" so that nature is well preserved, local culture is more sustainable and community welfare increases.

Since 2014 there have been many destinations developed by the community, managed by the community and the results have been enjoyed by the community. Apart from the

Kelimutu National Park as the main potential, the Ende district government continues to strengthen the empowerment of villages around the Kelimutu National Park area as supporting tourism in the Kelimutu National Park.

A number of villages around the Kelimutu National Park area are the focus of empowerment. Of the 9 villages, there are around 7 villages that have started to show positive changes, including Koanara, Waturaka, Pemo, Woloara, Saga, Detusoko Barat, and Wologai villages.

Based on interviews with the Head of the Ende Regency Tourism Office, tourism villages that have the potential are strengthened by providing outreach and training. With the main potential of natural tourism and cultural tourism such as horticulture, hot springs, waterfalls, rice fields and traditional houses, the government also facilitates the construction of homestays so that tourists can stay and see the daily behavior and habits of the community such as farming and gardening, processing coffee beans to coffee ready for consumption, traditional dances and other attractions. The development of local villages is also carried out by forming a Tourism Awareness Group (Kopdarwis) in each village.

Through various outreach, training and infrastructure development carried out by the Ende district government through the Tourism Office, slowly community participation has begun to increase, the perspective of the community has begun to change where it has begun to depend on the tourism sector by making tourism a livelihood other than farming and gardening. The district government of Ende continues to increase cooperation with various parties, including cooperating with universities, NGO's and tourism actors. It is hoped that in the future these tourist villages can grow on their own without always being given stimuli. The community is directed to be able to take advantage of the village-owned component, in this case BUMDes, as an economic force in rural areas that manages the village potential collectively for tourism development so as to improve the welfare of the village community.

Based on the results of these studies, to achieve sustainable results in the creation of sustainable tourism requires an approach various aspects of life, such as ecological, economic, sociocultural, securing sustainability which can be realized through the cooperation of various parties involved in the tourism sector.

Conclusion

Sustainable tourism development strategies in Kelimutu National Park that must be carried out are maintaining the national personality and culture, protecting local community asset ownership, and preserving the environment.

Suggestion

1. Strengthening the principles of ecotourism, Community Based Tourism and sustainable development, especially for additional facilities, attractions and cleanliness around the Kelimutu National Park.
2. Increase the involvement of local communities in planning and management of ecotourism as well as the care and maintenance of attractions.
3. Improve training, especially for young people around the Kelimutu National Park area, especially training related to information technology.
4. Provide easy access to public transportation that serves regularly from the city of the End to Kelimutu National Park.
5. Increase the partnership between the local government, the KNP Hall and the communities around the area.

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