

Sustainable Tourism: Policy Directions

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ABSTRACT – Sustainable tourism aims to establish an appropriate balance between the environmental, economic and socio-cultural aspects of tourism development and play an important role in conserving biodiversity. It tries to minimize its impact on the local environment and culture so that it will be available to future generations, while contributing to income generation, employment and conservation of local ecosystems. In the national context, sustainable tourism in Indonesia develops in harmony with global dynamics. Therefore, a policy direction is needed. This paper is a brief study of sustainable tourism and policy directions.

Keywords: sustainable tourism, rural tourism, destination, tourist attraction.

A. DEFINITION

Public enthusiasm for travel has increased after the Covid-19 pandemic subsided. Domestic and international visits have increased with the normality of transportation so that travel to various destinations becomes easier. Correspondingly, many regions are getting excited and continuing to develop tourism, invest, improve infrastructure to attract more tourists, stay longer and spend more money. This will have an impact on increasing foreign exchange earnings. Many countries rely heavily on the tourism industry as a source of tax and income for many who directly or indirectly sell services to tourists. The tourist experience will have a sustainable impact. This has the potential to be the satisfaction or disappointment felt by tourists. In this case, planning is needed to apply the principles of sustainable tourism.

Sustainable Tourism refers to the level of tourism activity to meet the needs of current tourists and the host area while protecting and enhancing opportunities for the future that can be sustained in the long term as it generates net benefits to the social, economic, natural and cultural environment of the area in which it occurs.

The development of the tourism industry certainly can have a positive impact on the economy but can also have a negative impact on the environment. The development of the tourism industry should be carried out with the principle of preserving nature and the environment.

Eco-friendly tourism that supports sustainability aspects is becoming a trend among tourists. This concept is considered to be able to contribute to the environment, in addition to mere pleasure. The Ministry of Tourism and Creative Economy continues to optimize its development through four pillars. The pillars consist of sustainability management, economic utilization for local communities (social-economy), sustainable culture, and environmental sustainability.

Material handling includes the basic operations associated with the movement of bulk, packaged and individual products in semi-solid- or solid-state equipment manually or automatically within the confines of production, fabrication, processing or individual supply. Material handling can be defined as the function associated with the preparation, placement and positioning of materials to facilitate movement or storage. Another meaning can be expressed as the art and science that involves the movement, handling and storage of materials during different stages of production. Therefore, material handling is an integral part of the process to reduce costs and production cycle times.

The flow of the use of material handling usually starts when the stock is in the warehouse until then the material handling tool is used to move the goods to the storage area. Then from the storage area, the material handling equipment brings it to the preparation place in the order that it is ready to be distributed.

B. THE DEVELOPMENT DIRECTION

Tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for

religious values, culture that lives in society, environmental sustainability and quality, as well as national interests.

Sustainability, especially sustainability of environmental sustainability and quality, is one of the important things in tourism development. Sustainable tourism is tourism that is growing very rapidly, including the increasing flow of accommodation capacity, local population and the environment, where tourism developments and new investments in the tourism sector should not have a bad impact and can be integrated with the environment, if we maximize the positive impacts and minimize the negative impacts.

Sustainable tourism must make optimal use of environmental resources which are key elements in tourism development, maintain important ecological processes and help conserve natural resources and biodiversity, respect the socio-cultural authenticity of the host community, preserve cultural heritage and built traditional values. and their lives, and contribute to intercultural understanding and tolerance and ensure long-term viable economic operations, providing equitable distribution of socio-economic benefits to all stakeholders, including stable employment and income-generating opportunities and social services for local communities, and contribute to poverty alleviation.

Sustainable tourism development is very important for long-term tourism development. This needs to be an important concern and note for the government and the community.

The Guidelines for Sustainable Tourism Destinations are prepared as an effort not to ignore the needs of the future. This is based on the reason that tourism development relies on diversity, uniqueness and uniqueness of culture and nature so that the development of tourism destinations needs to be carried out in a responsible manner by elaborating sustainable criteria. Based on these tourism destination guidelines, it can be seen that sustainable tourism is tourism that takes into account current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and local communities and can be applied to all forms of tourism activities in all types of tourist destinations. including mass tourism and various other types of tourism activities.

An environmentally-based sustainable tourism development strategy will be prepared based on tourism development which includes the

tourism industry, tourism destinations, marketing and tourism institutions. The strategy that is constructed related to the development of environmentally-based sustainable tourism is through policies issued by the government, ensuring all development is in accordance with its designation so as to reduce negative impacts on the environment and empower local communities in tourism development.

C. TOURISM DEVELOPMENT POLICY

Sustainable tourism development requires the participation of stakeholders as well as strong political leadership to ensure participation and consensus. Sustainable tourism is a continuous process and requires continuous monitoring of its impacts, and can include preventive and corrective measures if necessary. However, sustainable tourism must also always maintain tourist satisfaction and ensure that tourists can get a meaningful experience during their visit, namely an experience that can increase their awareness of environmental issues, and even encourage them to implement sustainable tourism practices. In addition, sustainable tourism must also be understood as a continuous improvement process and not a static condition.

A good tourism development policy should be reflected in the following policies:

- a. Must involve the local community, the rationale is that the policy of tourism activities can only be maintained if tourism activities are in line with the interests of the local community.
- b. Tourism development must be the result of a joint effort between the government, the private sector and the community. This is necessary to make it easier for third parties to participate in the project to be built.
- c. It must be flexible, meaning that the policies made should be adapted to the challenges of changing environmental conditions, therefore the policies taken should be able to accommodate the needs of the tourism industry, the government and the interests of tourists visiting the destination.
- d. There is freedom to make choices, meaning that those who are subject to regulations should have the right to make their choices. In tourism business activities, the regulations that are made should not appear to hinder efforts to increase tourism activities.

D. TOURISM AS A STRATEGIC INSTRUMENT

Tourism is a development catalyst (agent of development). Tourism, if developed properly, will have a large enough multiplier effect for the growth and development of economic activity, creating a long chain, especially for Small and Medium Enterprises.

Tourism as a strategic instrument for regional development. Tourism has cross-sectoral linkages (multidimensional), this provides opportunities for investment in many ways. One thing must be realized that there is a system of linkages between elements of the tourism industry (hotels, restaurants, airlines, travel agencies, tourist objects and attractions and souvenir shops). This creates business opportunities, job opportunities, increases tax revenues and increases local revenue. Therefore, tourists should be encouraged to buy tour packages to come to visit a destination because tourism has a unique product character, different from the character of manufactured products. Tourists must come to the location themselves to consume the products they buy. To enjoy what they buy, tourists must come to the location where the product is produced. The arrival of tourists to remote areas provides a very large opportunity for regional development, and at the same time opens the isolation that has occurred so far.

Tourism cannot be developed in a patchwork, without direction and purpose. Sustainable tourism development and development requires cooperation, coordination and synchronization of actions and involving local communities. Tourism development should adhere to the following principles:

- a. Development policy makers must see tourism as an option for economic development and on par with other economic activities.
- b. Relevant tourism information should form the basis for licensing, analysis and monitoring of the tourism industry in relation to other economic sectors.
- c. Tourism development must be carried out in ways that are in accordance with the principles of sustainable development.

Weaknesses so far, the commitment to togetherness does not exist, coordination is weak, there are no role models and each sector is more egocentric, finally tourism development seems to go its own way. If allowed to continue like this, the function of tourism as an agent of development will be in vain, let alone a strategic element in regional development.

Thus, sustainable tourism is tourism that refers to sustainable principles that take into account current and future economic, socio-cultural and environmental aspects and impacts, and can be applied to all forms of tourism activities aimed at maximizing positive impacts and minimizing negative impacts to ensure its long term sustainability. The strategy for developing environmentally-based sustainable tourism in tourism supporting facilities can be carried out through policies issued by the government, and ensuring all development is in accordance with its designation so as to reduce negative impacts on the environment, as well as empower local communities in tourism development.

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