

MANAGING SUSTAINABLE TOURISM IN PLANNING AND POLICY

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Abstract

Globally tourism sectors become one of the largest economic, such rapid growth and its concurrent development practices have put particular pressure on sustainable tourism planning and policy. In taking all necessary steps to ensure the protection and enhancement of the natural and built environments through sustainable tourism management. Positive sustainable tourism development is dependent on forward looking policies and new management philosophies that seek harmonious relations between local communities, the private sector, not for-profit organizations, academic institutions, and governments at all levels to develop practices that protect natural, built, and cultural environments in a way compatible with economic growth. Pangandaran, Sleman and Lombok are three destinations in Indonesia received awards from UNWTO's sustainable tourism development. Ultimately, properly managed sustainable tourism will add far more than its cost in effort and planning to the quality of life of local communities, visitors and tourism employees alike.

Keywords: Sustainability, SGDs, Managing Sustainable Tourism, Sleman

1. INTRODUCTION

Over the last fifty years tourism has become one of the largest economic sectors globally, accounting for some 9% of the world's GDP and over 200 million jobs (UNWTO, 2013). Increasingly tourists are expressing a desire for a clean environment, nature tourism, ecotourism, adventurous activities, and more culture, heritage, history, arts, and rural settings (Edgell, 2016). Such rapid growth and its concurrent development practices have put particular pressure on sustainable tourism planning and policy (Edgell, 2008). For tourism to be successful, a great variety of components must work together seamlessly to create a positive travel experience (Goeldner and Ritchie, 2012). Managing sustainable tourism depends on forward-looking policies and sound management philosophies that include a harmonious relationship among local communities, the private sector and governments regarding developmental practices to protect the natural, built and cultural environments while being compatible with economic growth (Edgell, 2008).

2. SUSTAINABLE TOURISM CONCEPT

Sustainability is primarily an outcome of the age of ecology, although the intellectual heritage of the concept dates back at least to the early nineteenth century (Hall, 2015). Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and

Development (WCED, 1987) in Hall et.al 2015). Hall (2008) mentions about five basic principles of sustainability were identified in the Brundtland Report, there are:

1. The idea of holistic planning and strategy making that links economic, environmental and social concerns;
2. The importance of preserving essential ecological processes;
3. The need to protect both biodiversity and human heritage;
4. The need for development to occur in such a way that productivity can be sustained over the long term for future generations (the concept of intergenerational equity); and
5. The goal of achieving a better balance of fairness and opportunity between nations.

The focus of the Brundtland Report has come to be reinforced only by consequent international assessments of the state of the planet's environment and statements of intent with respect to sustainability (Hall, 2008). Some international milestones in sustainable development, can be seen in Table 1:

Table 1 The Conceptualisation of Growth and Sustainability

Year	International Milestones
1972	United Nations Conference on the Human Environment, Stockholm
1987	Report of the World Commissions on Environment and Development (Brundtland Report)
1992	UN Conference on Environment and Development, Rio de Janeiro (Earth Summit)
2000	UN Millenium Assessment
2002	World Summit on Sustainable Development, Johannesburg
2005	Millennium Ecosystem Assessment
2012	UN Conference on Sustainable Development (Rio +20)
2015	UN Sustainable Development Summit (New York)

Source: Hall (2008); Hall et.al (2015), UN (2016)

The year 2015 has been a milestone for global development as governments have adopted the 2030 Agenda for Sustainable Development, along with the Sustainable Development Goals (SDGs), the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centred, transformative, universal and integrated (UN, 2016). Tourism has the potential to contribute, directly or indirectly, to all of the goals. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively (UNWTO, 2016).

Sustainable tourism is a sub-set of sustainable development, sustainable tourism is a tourism system that encourages qualitative development, with a focus on quality of life and well-being measures, but not aggregate quantitative growth to the detriment of natural capital (Hall, et.al., 2015). Meanwhile, UNWTO (2013) has defined sustainable tourism as "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".

3. MANAGING SUSTAINABLE TOURISM

In taking all necessary steps to ensure the protection and enhancement of the natural and built environments through sustainable tourism management, we increase the carrying capacity of

such valuable sites (Edgell, 2008). Positive sustainable tourism development is dependent on forward looking policies and new management philosophies that seek harmonious relations between local communities, the private sector, not for-profit organizations, academic institutions, and governments at all levels to develop practices that protect natural, built, and cultural environments in a way compatible with economic growth (Edgell, 2016).

The subject of planning is addressed here as it relates to the local level more than at the state/province, regional, national or international levels. It is at this level that the planners' concerns are maximized (Edgell, 2008). Good planning defines the desired result and works in a systematic manner to achieve success, Goeldner and Ritchie (2012) explained about the following steps briefly describe a logical sequence:

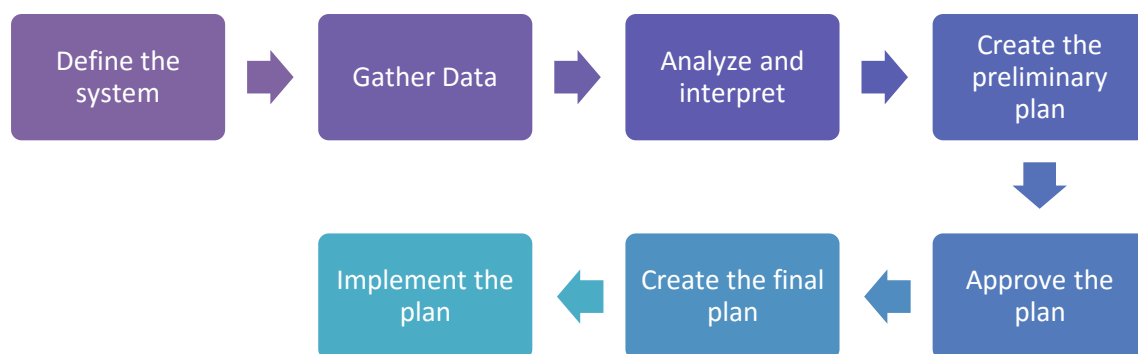


Figure 1 Systematic Manner to Achieve Success
Source: Goeldner and Ritchie (2012)

Sustainable tourism policy should be dictated by the area's natural and built environments, incorporating preservation of sustainability of the locale. More than just economics, the development of tourism policy should focus on the principle of sustainable tourism (Edgall, 2008) A further elaboration of sustainable tourism by UNWTO (2013) refers to the need for it to:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures

whenever necessary (Edgell, 2008).

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (Edgell, 2008).

4. SUSTAINABLE TOURISM IN INDONESIA

Three destinations in Indonesia received awards from UNWTO's sustainable tourism development. There are Pangandaran (West Java), Sleman (The Special Region of Yogyakarta) and Lombok (West Nusa Tenggara). Three institutions of higher education - namely ITB (Pangandaran), UGM (Sleman) and the University of Mataram (Lombok) - as an expert in the field of research with the task of implementing the concept of sustainable tourism in destinations. All three tourism destinations will be standardized and serve as models so that later Indonesia will have sustainable tourism development. It's a proud achievement and be a positive trigger for all this time we have a low rank in the category of environmental sustainability (<http://bali.bisnis.com>, 2016).

In Sleman, local government continues to develop village tourism as one of the leading tourist destinations the region. The development of tourism village in Sleman, combined with a program of activities of other fields such as agriculture, fisheries, industry and the environment. The existence of a tourist village in Sleman have 'multiplier effect' on economic activity, physical development, social and cultural values in society. So the presence of the tourist village has a positive contribution to the welfare of society (<http://jogja.antaranews.com>, 2016).

5. CONCLUSION

The key to sustainable tourism is to manage the destination within the given natural and/ or built environment effectively to provide benefits to the local population, to enrich the visit of the tourist and to preserve the tourism products for future generations to enjoy. Natural areas must be preserved and flora and fauna protected. Customs and traditions must not be discarded, and privacy and dignity must be maintained. Ultimately, properly managed sustainable tourism will add far more than its cost in effort and planning to the quality of life of local communities, visitors and tourism employees alike. (Edgell, 2008)

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