

## Community Participation in Eco Tourism Development in Gusong Bugis, Tanjungpandan, Belitung

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**Abstract:** Not all people of Juru Seberang Village are aware of the tourism potential in the place where they live. Some people who are aware of the environment are participating in efforts to convert land use, which was originally the Gusong Bugis Ecotourism location, former tin mining area, turned into a tourist location. So, the community takes the initiative to restore the ecosystem as before by developing eco-based tourism. This study aims to determine community participation in the development of Ecotourism Gusong Bugis, Tanjungpandan, Belitung. Community participation through four kinds of activities: 1). Decision-making; 2). Implementation of activities; 3). Development monitoring and evaluation; and 4). Utilization of development results. This type of research is descriptive qualitative research, is a research method that utilizes qualitative data and is described descriptively. The reason the researcher chose this research design was because the researcher wanted to describe the conditions observed in the field more specifically, transparently and in depth. As the main method of data collection, the researchers applied the interview method with the Chairperson of the Seberang Bersatu Community Forest (HKM) as the manager of Gusong Bugis Ecotourism, the treasurer of the Seberang Bersatu as community members who are considered to have direct involvement, as well as community members who participate in the provision of tour guide services and providers of food and drink. As a result of this study, it was found that the community's efforts to participate in developing Gusong Bugis ecotourism were optimal even though there were obstacles to lack of understanding in activities, especially during the implementation of activities as well as monitoring and evaluation. Thus, the researcher concludes that the participation of the Gusong Bugis ecotourism community is needed to make the location a tourist destination that is attractive to tourists, the community and managers who are members of the Community Forest are aware and have done it seriously.

**Keywords:** community participation; ecosystem; eco-tourism

### RESEARCH BACKGROUND

Indonesia is a maritime country that has many islands. This makes Indonesia have various types of beautiful and unique tourism on each island. Currently, the government is developing it mainly through the tourism sector. This is proven because the tourism sector has contributed a lot to the country's foreign exchange. Besides, Indonesia has a variety of destinations spread from Sabang to Merauke. These destinations include nature tourism, culinary, religious,

maritime, education, history and many more examples in Belitung. Belitung is one of areas that has a variety of tourist destinations with a growing tourism sector. Belitung is located in the Province of the Bangka Belitung Islands. Belitung is still a tourist destination for domestic and foreign tourists. One of the many tourist attractions that can be found in Belitung is the beach. Belitung Island is famous for its natural beauty in the form of beaches. It is because the beaches in Belitung Island have white and fine sand beaches, rows of beautiful coconut trees and sea pine trees, underwater beauty in the form of unspoiled coral reefs and the variety of marine biota. It makes the beaches become tourist destinations that can provide entertainment and recreation. As a developing tourist destination, Belitung Island does not only offer beautiful beaches and small islands. The government and the community continue to build other tourist destinations to complement the existing ones. One of them is the Gusong Bugis Ecotourism.

Gusong Bugis ecotourism is a new destination that offers the natural beauty of the beach combined with mangrove forests under the name Belitung Mangrove Park. Located in Juru Seberang Village, the Gusong Bugis Ecotourism location is 10 kilometers from Tanjungpandan city or 15-20 minutes travel time. The view of the mangrove forest that stretches on the left and right of the long and winding wooden bridge and the addition of photo-instagrammable spots that are very popular with tourists. In addition, tourists can also enjoy the sunset view at Gusong Bugis Beach. This mangrove tourism began operating in 2018. Until now, the development of facilities continues to attract more tourists. Tourism development should be felt for all communities around the tourism development area and provide opportunities for participation in it. The opportunity for community participation in tourism management is contained in Article 19 of Law Number 10 of 2009 concerning Tourism, which states that every person and/or community in and around tourism destinations has priority rights: (a) to become workers/laborers; (b) consignment; and/or (c) management. The regulation emphasizes that community involvement is not only an object of tourism development but also a subject.

Gusong Bugis ecotourism in Juru Seberang Village was first pioneered by the Tourism Awareness Group named HKM Seberang Bersatu. All of its members are people from Juru Seberang Village. Gusong Bugis ecotourism has been able to become an additional income for the people of Juru Seberang Village where the main income of the surrounding community is as a fisherman. Thus, the development of tourism in Juru Seberang Village can have an impact on the community. The involvement of the Juru Seberang Village community is one form of community empowerment in tourism development. However, not all people in Juru Seberang Village are aware of the tourism potential they have, only a handful of people who are tourism conscious and care about the environment have participated in developing a location where the Gusong Bugis Ecotourism site was a former tin mine area. This has a direct impact on the surrounding community who work as fishermen. So that the community takes the initiative to restore the ecosystem as before by developing tourism with the concept of sustainability.

Community participation is very important in the development and development of Gusong Bugis Ecotourism because the community knows about their problems and interests or needs such as understanding the state of the social and economic environment as well as the potential around the community that can be developed as a superior tourist attraction and can compete with other tourist objects. This research focuses on the form of community participation in the development of Gusong Bugis Ecotourism and how the involvement of local communities in the development of Gusong Bugis Ecotourism in the future. The purposes of this study are to determine the form of community participation in the development of Gusong Bugis

Ecotourism and to determine the involvement of local communities in the development of Gusong Bugis Ecotourism.

## REVIEW OF RELATED LITERATURE

### Tourism Industry

According to Law No 10 of 2009 concerning tourism, it is stated that "tourism industry is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments". Tourism is a series of travel activities carried out by individuals or families or groups from their place of origin to various other places with the aim of making tourist visits and not to work or earn income at the destination. Their visits are temporary and these tourists will return to their hometown. It has two important elements, namely: the journey itself and temporary stay at the destination with various tourist activities

### Ecotourism

Conceptually, the Ministry of Culture and Tourism (2003) in Damayanti (2014: 466-467) explains that there are three basic principles in ecotourism development:

- a. The conservative principle is to develop ecotourism that must be able to protect, contribute, and maintain for the improvement of natural resources.
- b. The principle of community participation is to develop based on a joint decision by the community in deliberation so that they always understand and respect existing traditions and respect socio-cultural values.
- c. The economic principle is that ecotourism can have a positive impact on the community and can make an impetus for the movement of economic development so that it can develop existing development (Damayanti, 2014: 466-467).

### Society participation

According to Yadav in Mardikanto and Soebianto (2013: 82-84) states that community participation in development can be aimed at four kinds of activities as follows:

- a) Community Participation in Decision Making  
Community participation in development needs to be fostered through a forum that allows the community to participate directly in the decision-making process regarding development programs in the local area or at the local level. Community participation at this stage is very basic, especially because what is taken is related to their fate as a whole which takes into account the common interest. Participation in this can be done by attending meetings, discussing ideas, responding to or rejecting the programs offered.
- b) Community Participation in the Implementation of Activities  
Community participation in the implementation of development must be interpreted as an equal distribution of community contributions in the form of labor, cash and various other forms of sacrifice. Participation in the implementation of activities is a continuation of the previously agreed plan, both with planning, implementation, and objectives. Participation of the workforce given in various activities for the

improvement or development of villages or tourist attractions. Participation of property provided in various activities as well as assistance for others by providing makeshift food or drink without any reciprocity or service.

c) **Community Participation in Development, Monitoring and Evaluation**

In monitoring and evaluating development to obtain feedback on problems and obstacles that arise in the implementation of the development concerned. Participation in this evaluation relates to issues of overall program implementation.

d) **Community Participation in Utilizing Development Results**

Participation in the utilization of development results aims to improve the quality of life of the community. Utilization of development results will stimulate the willingness and success of the community to always participate in every development process that will always be carried out. This participation is inseparable from the quality and quantity, the success of the program implementation can be achieved. Participation in enjoying the results can be seen from three aspects, namely aspects of material benefits, social benefits and personal benefits.

## **Tourism Development**

According to several experts such as Cooper, Fletcherm Gilbertm Shepherd and Wanhill in Sunaryo (2013: 159) explained that the tourism development framework should at least include the following main components:

- a) Objects or attractions, which include natural, cultural, or artificial attractions, such as events or what are often referred to as special interests.
- b) Accessibility, which includes transportation system support which includes transportation routes or routes, terminal facilities, airports, ports and other modes of transportation.
- c) Amenities, which include supporting and supporting tourism facilities including accommodation, restaurants (food and beverage), retail, gift shops, money exchange facilities, travel agencies, tourist information centers, and other convenience facilities.
- d) Supporting facilities (ancillary services), namely the availability of supporting facilities used by tourists, such as banks, telecommunications, postal services, hospitals, and so on.
- e) Institutions, which are related to the existence and role of each element in supporting the implementation of tourism activities, including the local community as the host.

## **RESEARCH METHOD**

The type of the research used in this research is descriptive qualitative. The location of this research was carried out in Gusong Bugis Ecotourism, Juru Seberang Village, Tanjungpandan District, Belitung Regency. The sampling technique used is purposive sampling and the informans of this research are the manager of Gusong Bugis Ecotourism, community leaders involved in the tourism development process in Gusong Bugis Ecotourism and service providers located in Gusong Bugis Ecotourism. The data collection techniques in this study were observation, interviews, and documentation. Meanwhile, the data analysis method used in this study are data reduction, data presentation, and conclusions

## RESULT AND DISCUSSION

### 2. Form of participation

#### A. In development planning

This stage is the basis for the continuation of a decision and agreement between communities for a common interest, namely:

1. Discussion/socialization  
The formation of the HKm group at the invitation of the Forestry Service with the participation of local communities. This socialization aims to make the community aware of the bad impact of continuous tin mining and vice versa what will be obtained if the community stops mining and starts to restore the ecosystem as before.
2. Thought contribution  
In this form, all ideas and innovations from the community are well received from the HKm group, but for sustainability, the ideas are accommodated first, to capture all ideas and innovations from the community, it is very necessary to have a forum, usually HKm group invites the community through WhatsApp groups or direct invitations.
3. Accepted decision  
The decision on ideas from the community that was accepted by the HKm group was making tour packages because they used to be less attractive to tourists, so tour packages were made and the tour packages offered were varied, such as nature tour packages, attraction tour packages, conservation tour packages, marine tourism packages and tour packages. culinary

#### B. In the implementation of activities

At this stage the community is invited to participate in the implementation of activities both in the form of energy, property and other sacrifices, namely:

1. Property  
For ecotourism assets, Gusong Bugis receives development and development funds from the community, namely through self-help. Meanwhile, the government is through the Belitung Regency Government Service, the Tourism Office, the Forestry Service, the Fisheries Service, and other agencies. Meanwhile, from the private sector, namely through PT Pelindo and Air Nav. An example of the results of community activities with the help of the government is one of them cultivating mangrove seedlings where the results of this cultivation are sold to investors in need. In addition, there is fish and crab cultivation obtained from the Fisheries Service.
2. Power  
In addition to the financial assistance, the community is also involved in terms of adding and repairing facilities at the location. One of the activities is repairing the main bridge facility where the community works together to build bridges using makeshift materials such as boards and makeshift wood from dead trees.

#### C. Under Monitoring and evaluation

This stage includes supervision carried out by the community, this is related to problems and obstacles in program implementation both in terms of development.

1. Supervision  
For supervision, the community usually attends a routine agenda, namely meetings held every week, monthly or yearly to control the extent of developments and what obstacles are faced by Gusong Bugis Ecotourism.

## 2. Opinion and criticism

The opinions and criticisms from the village community regarding to any program of activities carried out is always well received from the HKm group. However, for the continuation of the opinion, criticism and suggestions are accommodated in advance, they are not immediately accepted or immediately rejected.

## C. Utilization of development results

This stage has the aim of improving the quality of life of the community by stimulating the desire of the community to always participate in every activity of Gusong Bugis tourism development.

### 1. Utilization of results from a social and economic perspective

From a social perspective, it is felt by the community that the community can learn how to manage tourism with the concept of sustainability by preserving the environment through the application of planting mangrove seeds, coral reef seeds and tree seeds that can be utilized as a result. Meanwhile, the benefits in terms of the economy have not had a significant impact on the community due to uncertain income due to the pandemic in March 2021.

### 2. Profit sharing

The profit-sharing process obtained from the development of Gusong Bugis ecotourism is through the Cooperative across Bersatu where this income is calculated based on the percentage obtained if the profit is large, the percentage of income for each community is also large, but on the other hand, if the percentage of income is small, the community receives a small amount.

## D. The involvement of Community

### 1. Local guide

Local guides are service providers that are needed in every tourist destination so that tourists can experience both history/origin and the education offered. For the number of guides in the Gusong Bugis ecotourism, there are 5 local guides and one guide who can speak English, for the criteria to be a guide at the Gusong Bugis ecotourism location, one of them must be friendly and have public speaking skills so that all information can be conveyed to tourists. Not only that, the guides at Ekowisata Gusong Bugis are given training such as tourism HR training, tourism guide training, etc.

### 2. Restaurant (F&B)

Restaurant is an important infrastructure so that tourists can extend their visit by enjoying the menus at Gusong Bugis ecotourism restaurant. There are 2 restaurants in Gusong Bugis, one at the front site close to the parking lot and the information center and the other is inside close to the beach area and BMP. The restaurant management system itself is managed independently where this restaurant belongs to the HKm group assisted by women from Juru Seberang Village who are also members of the HKm

## CONCLUSION

Conclusions from the results of this study are as follows:

### b. Forms of community participation

#### a) In decision making

The efforts made by the community have been quite optimal, but there are still obstacles, namely the lack of understanding that causes differences in public opinion, there are pros and cons.



- b) In the implementation of activities  
The efforts made by investors, related agencies and the community have been quite optimal, but the obstacles are caused by the impact of the Covid-19 pandemic which has a direct impact on the management of Gusong Bugis Tourism, both in terms of maintaining facilities and the economy of the surrounding community.
  - c) In the monitoring and evaluation of development  
The efforts being carried out are still not optimal due to constraints from natural factors, namely the seasons that often change and strong winds as well as the lack of human resources development due to large operational costs.
  - d) In utilizing the results of development  
The efforts made by the community and managers are felt to be optimal, however, the benefits from the economic point of view of the community have not been significant because Bugis Gusong is managed independently and is still in the development stage during the Covid-19 pandemic.
- c. Community involvement
- a) local guide  
The efforts made by both the government and the management have not been effective even though they have received training, but the quality and quantity of foreign language guides at Gusong Bugis is very lacking due to untrained, lack of confidence and unfamiliarity with using foreign languages in their daily life.
  - b) Restaurant  
The efforts made by the manager together with the women of the opposite Juru Village have so far been optimal. The addition of restaurant facilities is the right decision in order to provide comfort for tourists to linger and enjoy the natural nuances offered.

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