

ECOTOURISM BUSINESS COMPETENCE IN CREATING COMMUNITY INCOME

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ABSTRACT

The economic development of a region is determined by the increase of contribution of economic sector activity. The tourism sector is one of the economic sectors that has an important role in and is able to grow the regional economy. Sustainability of the tourism sector of the economy can not be separated from the role of environmental resources as tourism attractions (objects). This study is to analyze ecotourism business competence in creating income of community. The study is designed in a descriptive-quantitative way. The collection of data used is observation and interview. The data used is descriptive-quantitative in order to determine and analyze the ecotourism business competence and its impact on improving income of community. The results show that the strategy to achieve an income community must be supported by having business competence based on ecotourism. Business competence is dominated by social competence in creating people's income in the tourism sector, yet less attention to other competencies. Ecotourism development is done by building the overall business competence and network of cooperation between the parties concerned.

Keywords: business competence, ecotourism, income, community.

INTRODUCTION

Economic development in a region is affected by the increase in purchasing power. The purchasing power of the people can be seen from conduciveness of real sector and financial sector. The real sector is determined by the functioning of the economic actors in the market for goods, besides the ease of acces for economic players on the market of goods, so the participation can contribute benefit to society. The weakening of the role of the real sector due to the economic transformation of the agriculture sector to the service sector/tourism causes uncontrolled land conversion and absorption of labor in the tourism sector which is getting bigger. On the other hand it has not been established readiness of labor resources in the face of increasingly

strong competition. Some research indicates that the construction of water treatment plants, sanitation facilities, and the cottage lead to exploitation of non-renewable energy and resource utilization infinite (Vivanco, 2002). Conversion of land into tourist infrastructure led to deforestation and loss of habitat for butterflies in Mexico and squirrel monkeys in Costa Rica (Isaacs, 2000). Lack of adequate sanitation facilities in East Africa results for waste disposal, thus causing environmental pollution (Tuohino, 2001).

Bali tourism has developed very rapidly compared to other regions in Indonesia. In 2015 around 39.12% of tourist visits Bali directly (Kemenpar, 2016). The average increase of foreign tourist visiting Bali is 8.65%, greater than the average increase in the national context (Indonesia). The average increase in the tourist archipelago during 2006-2015 is 13.11%.

The development of the tourism sector contributes to economic development in Bali, so the sector is considered to be the leading sector to support regional economic development. Effect as the leading sector also led to the government's policy direction tends to prioritize the tourism sector to boost economic growth. Besides the impact of tourism as the leading sector, impact on uncontrolled land conversion, shifts attitudes and behavior of society and forms the image of anthropocentrism to exploit nature to the maximum (Atmadja, 2010; Suda, 2016).

The rapid growth of the tourism sector cause economic transformation and modernization of the behavior of ecological thinking into utilitarian and pragmatism (Chang, 2000, in Atmadja, 2010). As a result, humans always want to benefit greatly from the environment without thinking its impact. Expected real role in the development of the tourism sector based on the economic environment develops human resources through quality business-oriented competence and attention to the natural environment and its impact. Competence is a behavior that is manifested in the work and can provide an added value (Siriwaiprapan, 2000). Ecotourism is then a combination of different interests that grow out of concern for the environment, and also economic and social aspects. Ecotourism provides added value to visitors and the local community in the form of knowledge and experience. The added value of this influence changes in behavior of visitors, the community and tourism developers to be aware and more appreciative. As stated, the ecotourism structure must be improved to direct more money into host communities by reducing leakages for the industry to

be successful in alleviating poverty in developing regions, but it provides a promising opportunity (Saayman, 2012).

Regarding strategies to reduce the value of the impact of tourism development through ecotourism, it is necessary to attempt to achieve the goal of how to build competence ecotourism business strategy to create revenue to be more prosperous society.

RESEARCH METHODS

This design of the study is an explorative approach a with a mixed (quantitative-qualitative) method. The data are collected through observation and interviews. The sampling technique used is accidental. The results of the descriptive-quantitative analysis are used to build and formulate new concept as the basis for the development of an ecotourism model.

RESULT AND DISCUSSION

The observation and interview regarding ecotourism in Bali from the aspects of geography show that the cultural life of the Balinese people has a characteristic unique characteristic as well as the main attraction of tourists visiting Bali. Bali tourism seen from its growth within six years (2009-2015) can be categorized as follows: natural, cultural, and artificial attractions. Natural attractions include flora and fauna, the peculiarities of the ecosystem, fields, beaches, plantations, and the zoo. Cultural tourism tourist attraction can be seen in art handicrafts, traditional indigenous communities, *upakara* (religious rites) and ceremonies/festivals. Artificial attractions are such as the creation of art performances/dances/yoga, sculpture and so on. However, the entry of global capitalism ideology to Bali has caused market ideology, so there is a shift in attitudes and values of the local people concerning their economic outlook. This led to the exploitation of economic resources such unbridled, conversion of agricultural land to support the provision of tourism facilities, public behavior that tends to be the religion of the market. Besides the emergence of behavioral patterns, finanscape upholds the use of foreign currency in a shopping decision, thus lowering the value of cultural identity.

To keep ecotourism as a scarcity value and unique culture and in order to attract tourists visiting Bali in a sustainable manner, the businesses in the tourism sector can develop actions to build competence in business-oriented in several stages,

namely: (1) the initial stage is to strengthen understanding and recognition of the positive and negative impacts of tourism through the competence of human resources business-oriented knowledge, means of communication, good service ethic. (2) The stages of execution can be done to build individual competencies by showing moral responsibility, time and labor discipline, critical thinking and able to solve problems facing the visitor complaints. (3) The final stage to do is dare to accept the feedback of others (tourists/visitors), interact and adapt culturally appropriate language, acculturation following the norms and ethics. To build a complete stages in developing ecotourism, the competence of human resources as the main actors in the tourism sector is very crucial, so that the business-oriented competence must be built completely and thoroughly.

Based on the result of research studies, the strategy held by economic operators in the tourism area of business competence is based on eco-tourism in order to increase people's income can be shown in Figure 1.

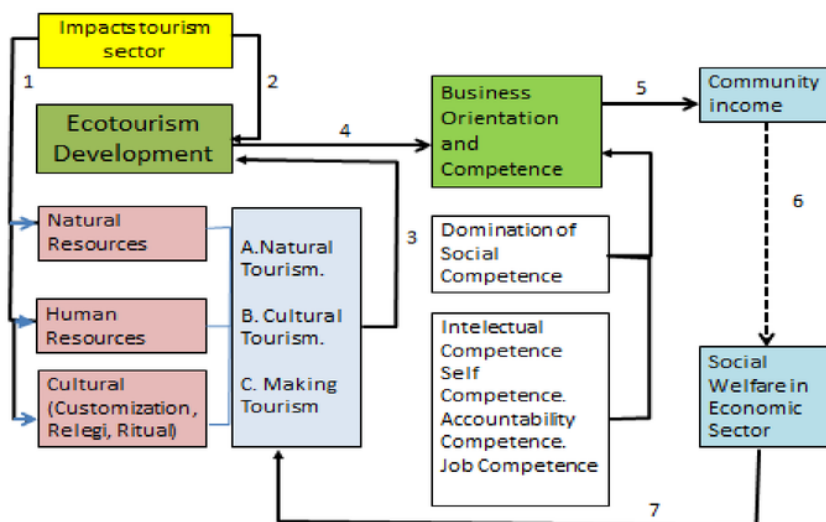


Figure 1. The Relationship Model of Ecotourism Business Competence

Figure 1 shows that the relationship model of sustainability of the tourism sector can be built in an integrity way. The tourism sector which is considered as the leading sector has generated a lot of positive and negative impacts on the natural

environment, society, and culture. To maintain the ecosystem to function properly, the development of ecotourism is developed through the so-called alternative tourism. The carrying capacity of the quality of human resources is also considered to develop the economic potential, and build business competence in order to have a strong market competitiveness.

Findings from this study suggest that social competence has the largest role in increasing incomes compared to other competencies such as intellectual competence, self-competence, accountability, and job competence. However, in the long run, in order to maintain the sustainability of ecotourism and the tourism sector, everyone in the tourism sector should have a business-oriented competence as a whole to increase its global competitiveness. The results of the study, supported by the findings in Zimbabwe and Nepal's Annapurna region where underdevelopment is taking place, show that more than 90% of ecotourism revenues are expatriated to the parent countries, and less than 5 percent go into local communities (Ziffer, 1989). Conservation in the Northwest Yunnan Region of China has similarly brought drastic changes to traditional land use in the region. Prior to logging restrictions imposed by the Chinese Government the industry made up 80% of the regions revenue. Following a complete ban on commercial logging the indigenous people of the Yunnan region now see little opportunity for economic development (Norton, 2012).

The results of this study show that social competence based on ecotourism is able to increase incomes. It is better than the other competencies. In the long run, all the competencies possessed by tourism businesses should be used optimally. Thus the contribution of the tourism sector can provide greater benefits to development and economic growth. Therefore, a good business competencies will be able to support the ecological management according to its function, so that loss of function of nature or land and other creatures can be avoided, so that harmony can be mutually maintained for the sake of balance of life.

CONCLUSION

The development of ecotourism is an alternative to the development of the tourism sector without compromising the function of the environment in accordance with beneficiaries. Business-oriented competence built and owned by individuals either involved directly and indirectly in the tourism sector will be able to create an

environment with good governance. The development of business competence to create revenue will increase the effects of the future, for the public welfare.

The study of tourism development is one of the alternative solutions to problems caused by the negative impact of the tourism sector. The results of this field study also recommend that further research can be done on the field of study such as impacts of waste tourism sector to natural resources, social accounting cost of environment, measurement of behavior transformation on cultural value. Many other areas of study can be done by the academic community.

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