
SUSTAINABLE TOURISM

Jayanti Rauf¹⁾

¹⁾ Geological Engineering, Universitas Negeri Gorontalo
jayantirauf11@gmail.com

A. Introduction

In this modern era, tourism has become the most featured sector for the economic development of various countries in the world. This is due to the tourism sector's ability to provide high foreign exchange (devisa) for national income and also can introduce the potential resources and local culture to foreign and local tourists.

Based on how important and complex the tourism sector is for the world, it is necessary to have a proper definition that is easy to understand. Tourism can be defined as *"The activity of traveling to another place for business, recreation, leisure, or other purposes within a limited period"*.

According to United Nations World Tourism Organization, the definition of tourism is: *"A social, cultural and economic phenomenon—involving the movement of a person to another country or place outside his usual environment for personal or business/professional purposes"*.

Gilbert, (1990) conceptually defined tourism as: *"a part of recreation that involves traveling to certain destinations or unfamiliar environment within a short period"*.

From the various definitions of tourism that have been mentioned, there are 3 main elements, i.e.: (1) there is movement between two or more places (origin place and destinations); (2) purpose (recreation, leisure, business, etc); (3) time (short/limited).

Furthermore, the term "sustainable tourism" is defined by the United Nations World Tourism Organization as: *"Tourism that takes thorough consideration of the current and future economic, social and environmental impacts, and fulfills the needs of visitors, industry, environment and local communities"*.

So, we could conclude that sustainable tourism is an effort to manage tourism by applying sustainable principles to make cultural values and tourism resources can be used continuously for the future. Hence, the balance of economic, social, and environmental benefits can be maintained.

B. Discussion

1. Tourism Classification

Tourism can be classified into six categories based on its purpose:

1.1. Recreation Tourism

Tourism with the aim of releasing fatigue from daily activities. In this case, the destinations are generally cliffs, beaches, etc.

1.2. Cultural Tourism

Cultural tourism is to satisfies curiosity about culture and knowledge by visiting ancient monuments, a place that has historical or religious value, etc.

1.3. Sports/Adventure

Trips taken by someone who participates in or watches sport events in a place or country. For example FIFA World Cup, All England, Olympics, etc.

1.4. Health

A trip take with the aim of getting treatment to a place that can provide better or curative possibilities.

1.5. Convention Tourism

That is tourism where a person travels to attend meetings related to business, work, or interests.

1.6. Incentive Tourism

Someone travels to a place because that person is given a bonus or reward for an achievement.

2. Impacts of Tourism

When establishing and developing a tourism industry involves expenditure, income, costs, and benefits. If these impacts are taken into careful consideration in planning, it will maximize profits and minimize threats.

The following are the advantages and disadvantages of tourism, noted that the advantages and disadvantages of a place can differ depending on the regional context and other activities carried out

Table 1. Impacts of Tourism

Economic Benefits	Economic Expenditure
Tourism can generate local jobs, stimulate the presence of lucrative domestic industries such as lodging, restaurant, etc. Also can increase Gross Domestic Product and state taxes.	The surge in demand caused by tourism activities can increase land prices, as well as daily necessities. Demand for health facilities can trigger local tax base expansion.
Social Benefits	Social Expenditure
The quality of life of a community is enhanced by the economic benefits of tourism. The infrastructure built due to tourism activities can be utilized by the community. In addition, tourism can also increase the self-esteem of local people and provide opportunities for better communication with other people from different backgrounds.	The rapid growth of tourism can create an imbalance in demand. Then without proper planning, tourism can increase the amount of waste and crime. Tourism can also trigger the disappearance or change of the distinctive value of local culture because it must adapt to the existing demand..
Cultural Benefits	Cultural Expenditure
With tourism, it can increase awareness of local culture. Despite criticisms of the possibility of cultural alteration, the exchange of cultural knowledge can benefit hosts and tourists.	Youth will begin to imitate the habits, ways of speaking, and dress styles of tourists. The historic sites also can be damaged as tourism grows and stresses.
Physical Environmental Benefits	Physical Environmental Expenditure
Parks and nature preserves may be created, and environmental conservation supported as a requirement of nature-based tourism. In addition, it can improve waste management, as well as increase public awareness regarding environmental conservation.	Can trigger changes in the physical integrity of an area in a negative way. Rapid growth and overpopulation can change the physical environment and ecosystem of the area, and trigger the degradation of parks and nature reserves.

3. The Importance of Sustainable Tourism Development

There is widespread optimism that believed that tourism has the most potential to become a key sector that can provide benefits for economic and social change. And the fact is, tourism has indeed encouraged the creation of job opportunities expansion, increased investment, and made a positive contribution to the balance of payments in various countries in the world.

According to United Nations World Tourism Organization statistics in 2019 (before the pandemic), there are about 1.5 billion tourists that crossing the international borders. And also World Travel & Tourism Council report in 2019 revealed that the tourism sector had contributed in the amount of 10.4% for global income with a total of USD 9.2 trillion. It surely proved that how incredible the impact of tourism is in various global aspects.

However, just like a double-edged sword, despite having enormous potential to become a key sector for socio-economic development in the region, tourism can also place tremendous emphasis on environmental ethos and socio-cultural aspects. That's why, sustainability issue is very important when developing tourism in a certain area.

4. Sustainable Tourism Development Concept

The term “Sustainable Tourism Development” was first used generally by one of the United Nations sub-organization “World Commission in Environment and Development” on their seminar report called ‘*Our Common Future*’ 1987.

“Sustainable development is a development that meets the needs of the present, without compromising the ability of future generations to meet their own needs”

This indicates that the concept of sustainable tourism development is adopted from sustainable development.

The emergence of the sustainable tourism development concept is motivated by the adverse impacts of tourism activities, especially when the trend of mass tourism occurs. Mass tourism occurs as the result of deficient planning and management which is only concerned with economic growth without regard to the carrying capacity of socio-cultural and natural resources. Hence, the emergence of the sustainable tourism development concept is expected to be able to overcome the negative impacts of tourism in long term.

5. Fundamental of Tourism Sustainable

Undeniable, humans as one of the earth’s occupants will always be related to the system that exists on this planet. Since a long time ago, humans had lived to depend on limited natural resources.

Some obligations need to be known in the effort to create sustainable tourism development:

- Wisely use the natural resources within the limits of the planet's carrying capacity.
- Effective and careful devolution of responsibility and decision-making by tourism stakeholders from top to bottom.
- Reduction of poverty, gender inequality, and respect for human rights.
- Life quality enhancement of local communities through health services, shelter, nutritional needs, and access to education and income-generating skills improvement.
- Conservation of biodiversity and life support systems for all-natural habitats.
- Preservation of indigenous knowledge and way of life, and respect for the spiritual and cultural traditions.

These matters have been discussed in various statements and declarations of the World Tourism Agency (UNWTO), including:

- Manila Declaration on World Tourism (Philippines, 1980)
- Hague Declaration on Tourism (Netherland, 1989)
- Lanzarote Charter for Sustainable Tourism (Spain, 1995)
- Ethics Codes for Global Tourism (Decided at the General Assembly held in Chile, 1999)
- Quebec Declaration in Eco-tourism (Canada, 2002)

In terms of fulfilling this obligation, the government and other social agents are struggling to find the appropriate solution to balance the different and sometimes contradictory needs and value systems.

To achieving sustainable tourism development, it requires decent cooperation between the private sector, government, and local communities as partners for the realization of a sustainable society.

6. Principles and Guidelines for Realizing Sustainable Tourism

For the realization of sustainable tourism, several things must be considered to maintain the level of tourist satisfaction with memorable travel experiences, environment preservation, and the welfare of the local community.

According to Manyoe et al, (2021) there are several aspects to developing tourism which are science, education, and place risk degradation.

The following are principles and guidelines for sustainable tourism:

6.1. Society Participation

Local communities must participate in the order of tourism development by being involved in the vision or goals of tourism setting. Communities should determine the resources that need to be maintained and enhanced, the objectives, and strategies for tourism development and management. And also must participate in the strategy implementation, utilization, and management of tourism infrastructure, services, and facilities

6.2. Stakeholder Involvement

Procurement or development of tourist attractions must be developed with the involvement of various stakeholders such as the Tourism Department, village/local area functionaries, youth organizations, tourism activist groups, and other parties who might be involved and impacted by these tourist attractions existence

6.3. Involvement of Business Owners

Tourism development must provide proper quality jobs for the local community. Jobs provided should be seen as an essential aspect for any tourism development at the local level. It is necessary to ensure that there is adequate infrastructure such as hotel/homestay, restaurant, store, etc. To improve the welfare of the local community, these infrastructures should be developed and managed by the local community.

6.4. Resource-based Sustainability

Sustainable tourism development must ensure equality between generations. Equitable distribution of tourism development costs and benefits must occur between current and future generations. In order to maintain tourism sustainability, today's society must strive to inherit the resource base no less than has inherited before. Because of that, sustainable tourism development must avoid irresistible resource allocation actions.

6.5. Community Goals

It requires harmony between the needs of visitors, tourist attractions, management, and the local general public. This will be realized with community support and an appropriate balance between economic, social and cultural goals. As well as awareness of how important the cooperation between the government, host/local communities, the tourism industry, and volunteer organizations involved in community development, and environmental conservation.

6.6. Carrying Capacity

There is a need to consider the impact of tourism development proposals to distinguish between plans that promote mass tourism or quality tourism. The capacity of the tourism site must be considered, including physical, natural, social, and cultural boundaries. Development must be compliant with local and environmental constraints, and implementation should be evaluated regularly and adjusted as required.

6.7. Monitoring and Evaluation

Basic guidelines should be established in tourism management operations, including requirements for assessing impacts. There should be a basic value set for tourism at the national, regional, and local levels by developing indicators and thresholds to measure the impact and success of tourism enterprises. Protection strategy and monitoring are essential if communities want to protect the resources which is the base of their tourism product and to protect the environment.

6.8. Accountability

The management and utilization of public commodities such as water, air, and shared land must ensure accountability on behalf of the users to warrant these resources are not misused.

6.9. Training

Sustainable tourism development requires planning and implementing training programs to educate, increase knowledge, and improve business, vocational and professional skills, especially for the poor communities and women. The training should include courses about tourism, hotel/homestay management, crafts, small business operations, and other tourism-related matters.

6.10. Promotion

Sustainable tourism development must carry out appropriate promotions to attract tourist interest and attention toward the place, comfortable atmosphere, and qualified facilities. These promotional activities should aim to provide a quality tourism experience that satisfies visitors/tourists while following established principles of sustainable tourism.

The application of these sustainable principles is certainly the best step to keep enjoy tourism without damaging the environment and not making socio-cultural values have to be degraded. Proper planning and implementation of tourism will also provide financial benefits and increase income, therefore existing tourism can be the heritage for the local community. And the most important is, this sustainable principle can be a proper way for today's generation to be able to inherit something useful for future generations.

C. Conclusion

Sustainable tourism is an effort to manage tourism by applying sustainable principles to make cultural values. Hence, tourism resources can be used continuously in the future. The emergence of the sustainable tourism development concept is motivated by the adverse impacts of tourism activities such as mass tourism.

There are several principles and guidelines in realizing sustainable tourism, i.e.: Society participation, stakeholder involvement, involvement of business owners, resource-based

sustainability, community goals, carrying capacity, monitoring and evaluation, accountability, training, promotion.

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Glossarium

Tourist:	People who travel to places that are unfamiliar with their home environment for recreation, entertainment, business, etc, for a limited time.
Foreign Exchange:	A means of payment/foreign exchange used for international payment transactions that are accepted and widely applicable internationally.
United Nations:	Is an organization that maintains international peace and security, develops cooperative relations between nations.
Recreation:	All forms of activities carried out to enjoy something to provide refreshment for the body and spirit.
Investment:	Activities to invest, assets/goods owned to generate multiple incomes.
Accountability:	A term related to the attitude of being responsible for something that was done/used.

Biography Jayanti Rauf



Born in Bitung, October 29, 2001. She is a student of Geological Engineering at Gorontalo State University, who is currently in the 5th semester.

In early 2021, along with 2 of her two teammates, Jayanti won 2nd place in the MIPA Qur'anic Olympiad 2021 Fahmil Qur'an. In February, Jayanti won a gold medal of Earthscience at the Indonesian Science Competition 2021 (National College Student level). She also participated in the National University Debate Championship 2021 (Faculty of Mathematics and Natural Sciences level) and got the 1st Best Team and 3rd Best Speaker title. At the next University level of the National University Debate Championship, she won the 3rd Best Team title. In

the 5th semester, Jayanti becomes a participant of the International Credit Transfer Program with Ehime University, Japan.

In addition, she is also active in organization activities by joining Geological Engineering Student Association (HMTG J.A.K UNG) as Public Relations Division member, Head of the Documentation and Publication Division in Student Chapter - Indonesian Economic Geological Society UNG (SC-MGEI UNG), and the member of the Course Division in Student Section-Indonesian Geological Experts Association (SM-IAGI UNG).