

Wisata Berkelanjutan di Area Terlindungi

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Karakteristik Pariwisata Berkelanjutan

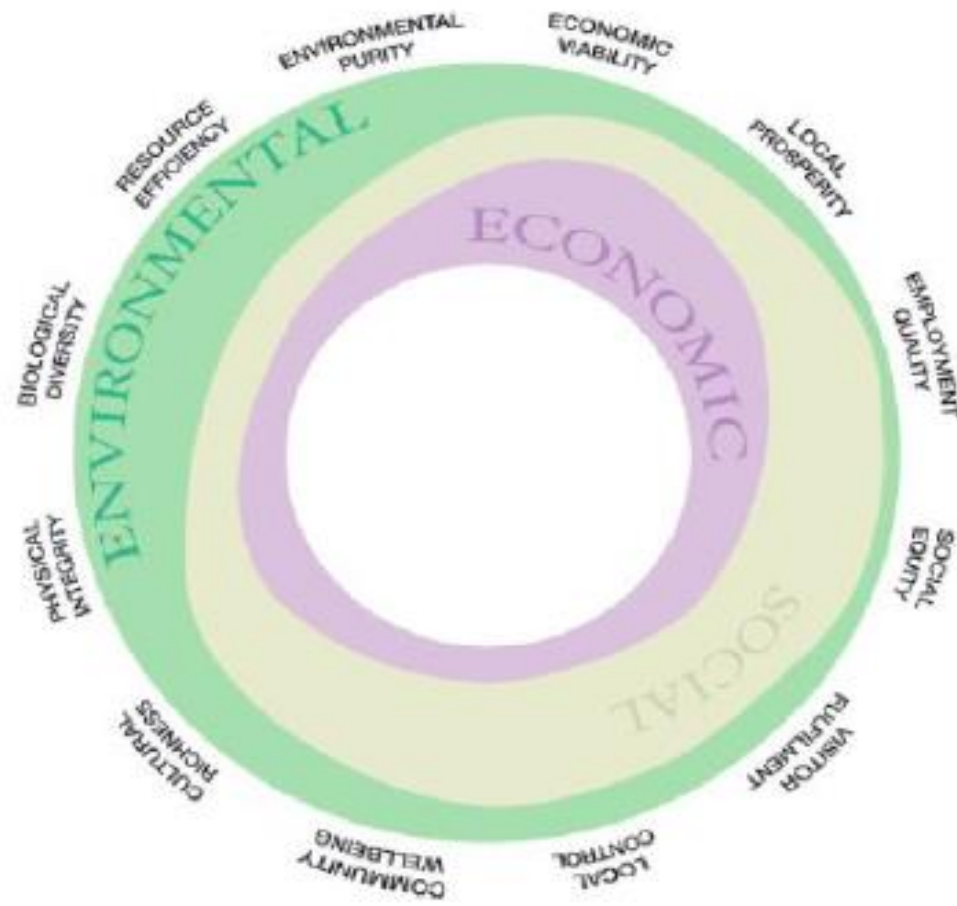
- 1) Direncanakan dengan tiga tujuan, yaitu keuntungan komersial, mendukung kelestarian lingkungan, memberikan manfaat kepada masyarakat lokal ('tiga landasan')
- 2) Umumnya direncanakan dari awal dengan melibatkan para pemangku-kepentingan
- 3) Berorientasi pada kondisi lokal
- 4) Pariwisata dikendalikan oleh pihak lokal, atau paling tidak sebagian kegiatan dikendalikan oleh masyarakat lokal
- 5) Pariwisata difokuskan agar wisatawan mendapat pengalaman yang bersifat edukatif
- 6) Konservasi lingkungan dan sumberdaya alam adalah prioritas
- 7) Apresiasi terhadap budaya lokal adalah prioritas
- 8) Lebih banyak pendapatan tertahan pada masyarakat setempat dan KKP

3 Komponen “triple bottom line” Pariwisata Berkelanjutan:

- LINGKUNGAN: Pariwisata berkelanjutan meminimumkan kerusakan terhadap lingkungan
- SOSIAL DAN KEBUDAYAAN: Pariwisata berkelanjutan tidak akan mengancam struktur sosial atau budaya masyarakat lokal
- EKONOMI: Pariwisata berkelanjutan berkontribusi pada kesejahteraan ekonomi masyarakat,

Menurut UNWTO, 2005

- 1) efisiensi sumber daya
- 2) keaslian lingkungan
- 3) kelayakan ekonomi
- 4) kesejahteraan lokal
- 5) kualitas pekerjaan
- 6) keadilan sosial
- 7) terpenuhinya harapan wisatawan
- 8) pengendalian oleh pihak lokal
- 9) kesejahteraan masyarakat
- 10) kekayaan budaya
- 11) keutuhan fisik (lingkungan)
- 12) keanekaragaman hayati



Source: UNWTO/UNEP (2005)

Karakteristik Pariwisata Konvensional

- 1) Memiliki satu tujuan utama, yaitu keuntungan komersial
- 2) Umumnya tak terencana sejak awal, semua berkembang dengan terjadi apa adanya
- 3) Berorientasi pada wisatawan
- 4) Kontrol oleh pihak luar
- 5) Fokus pada hiburan bagi wisatawan
- 6) Konservasi bukan prioritas
- 7) Masyarakat bukan prioritas
- 8) Sebagian besar pendapatan dinikmati oleh operator dan investor yang berasal dari luar

Manfaat Potensial Wisata di Area Terlindungi

Enhancing economic opportunity

- n Increases jobs for local residents
- n Increases income
- n Stimulates new tourism enterprises, and stimulates and diversifies the local economy
- n Encourages local manufacture of goods
- n Obtains new markets and foreign exchange
- n Improves living standards
- n Generates local tax revenues
- n Enables employees to learn new skills
- n Increases funding for protected areas and local communities

Protecting natural and cultural heritage

- n Protects ecological processes and watersheds
- n Conserves biodiversity (including genes, species and ecosystems)
- n Protects, conserves and values cultural and built heritage resources
- n Creates economic value and protects resources which otherwise have no perceived value to residents, or represent a cost rather than a benefit
- n Transmits conservation values, through education and interpretation
- n Helps to communicate and interpret the values of natural and built heritage and of cultural inheritance to visitors and residents of visited areas, thus building a new generation of responsible consumers
- n Supports research and development of good environmental practices and management systems to influence the operation of travel and tourism businesses, as well as visitor behaviour at destinations
- n Improves local facilities, transportation and communications
- n Helps develop self-financing mechanisms for protected area operations

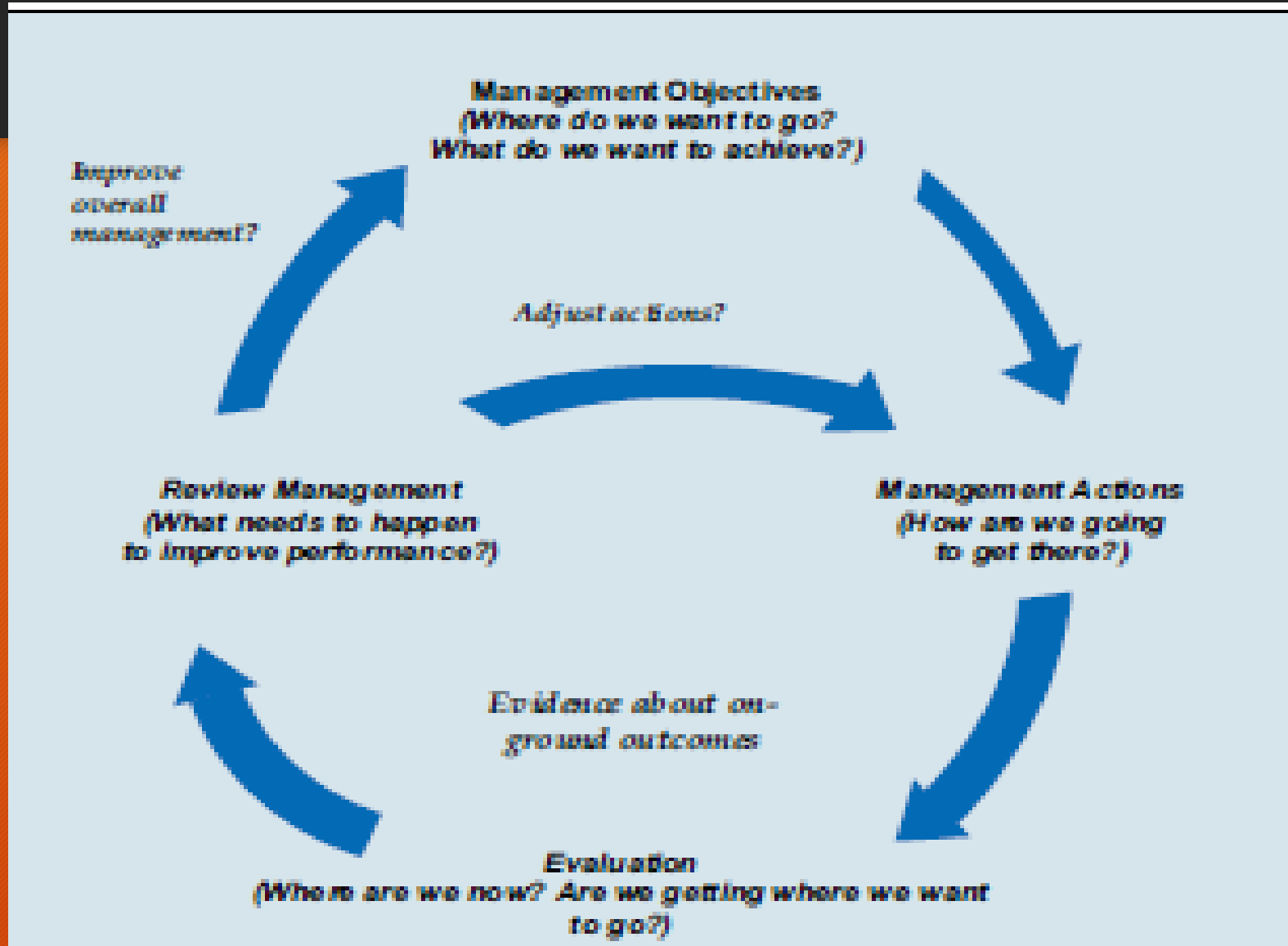
Enhancing quality of life

- n Promotes aesthetic, spiritual, and other values related to well-being
- n Supports environmental education for visitors and locals
- n Establishes attractive environments for destinations, for residents as much as visitors, which may support other compatible new activities, from fishing to service or product-based industries
- n Improves intercultural understanding
- n Encourages the development of culture, crafts and the arts
- n Increases the education level of local people
- n Encourages people to learn the languages and cultures of foreign tourists
- n Encourages local people to value their local culture and environments

Dampak Potensial di Area Terlindungi

- **Financial and economic costs:** Tourism brings increased demand for goods, services and facilities, such as lodging, restaurants, other attractions, and personal vacation properties.
- **Social costs:** Increased numbers of tourists may disturb community activities, and compete for recreation places and other services. Poorly planned tourism development can lead to increased congestion, littering, vandalism and crime
- **Environmental costs:** Tourism, like many other forms of development, will always produce environmental impacts (Ecosystems, Soils, Vegetation, Water, Air, Wildlife)

Merencanakan Sistem Pengelolaan Area Terlindungi



Human resources planning for tourism in protected areas

The human asset

1. Job analysis

is a commonly used strategy for identifying organisational human needs and is recommended here. **Contents of a job analysis**

- a. Work outcomes - the tasks to be accomplished
- b. Work procedures - required job activities
- c. Equipment and tools necessary for quality job performance
- d. Work environment characteristics
- e. Job specifications - the knowledge, skills, attitude and other characteristics necessary for a suitable level of performance

Human resource development

- Training and development
- Organisational development
- Career development

