

Economic, Social and Environmental Impacts on Community-Based Ecotourism**Richa Fionasari**

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Corresponding Author*ABSTRACT**

This research aims to determine the influence of economic aspects, social aspects and environmental aspects on Community Based Ecotourism. This type of research is quantitative descriptive research with multiple regression analysis methods. The sampling technique uses random sampling. The research results show that economic aspects do not have a significant effect on community-based ecotourism. Meanwhile, social and environmental aspects have a significant influence on community-based ecotourism. The economic aspect is not a major factor in the development of ecotourism so that the economic aspect does not have an impact on the development of community-based ecotourism. Social aspects which include cultural heritage factors, local wisdom factors and socio-cultural tolerance factors are the main factors in maintaining ecotourism. Environmental aspects include accessibility factors and amenities which are determining factors for satisfaction tourists when visiting a tourist attraction, because both are important factors needed by tourists.

Keywords: Economic, Social, Environmental, Ecotourism**Introduction**

The development of Indonesian tourism is currently progressing very rapidly in line with the times. The tourism sector is one of the sectors that makes the largest contribution to state finances. Indonesia's biodiversity makes it a tourism potential that Indonesia can be proud of (Aliansyah, 2019). Natural beauty and cultural diversity are of high value in the ecotourism industry market, natural beauty can be in the form of flora, fauna, and natural conditions that are still beautiful and natural (Dadi, 2022). The cultural diversity that Indonesia has can take the form of a diversity of arts, languages, religions, traditional clothing, knowledge and social organizations.

The average growth of ecotourism is 10 % per year. This figure is higher than the average annual growth for tourism in general, namely 4.6 % per year (Hijriati, 2014). Ecotourism is a form of tourism that has its own specificities, namely that ecotourism must prioritize environmental conservation, environmental education, the welfare of local residents and respect for local culture. Ecotourism is starting to be of interest to many tourists, this is related to tourists' mentality or thinking that traveling is not only for fun but as additional insight in terms of ethnology and education (Murianto, 2021).

Minister of Home Affairs Regulation number 33 of 2009 stipulates that ecotourism is the potential of natural resources, the environment, as well as natural and cultural uniqueness, which can become one of the leading regional sectors that has not been developed optimally. Optimal development of ecotourism in the regions requires planning, utilization, control, institutional strengthening and community empowerment strategies by paying attention to social, economic, ecological principles and involving stakeholders. Referring to the 2009 Minister of Home Affairs Regulation, it is hoped that regional ecotourism can improve the economy of the local community. Ecotourism is increasingly being developed in areas that have potential tourist attractions in the form of natural, cultural or educational resources. One area that is developing ecotourism is the city of Bali.

Tenganan Village, Karangasem Regency, Bali is considered the custodian of Bali's unique cultural heritage. This settlement has a traditional layout with house structures and

designs that are different from other villages in Bali. This cultural heritage is an attraction for tourists who want to experience the ancient and traditional atmosphere of Bali. One of the most prominent aspects of Tenganan Village is the production of traditional ikat or batik weaving called "Gringsing." Gringsing is a typical "*tenun ikat khas Tenganan*" cloth that has unique patterns and traditional symbols. The manufacturing process requires special skills and inherited traditions passed down from generation to generation. "*Tenun ikat*" weaving production is the main attraction for tourists visiting Tenganan Village. Tourists can directly observe the weaving process, interact with local craftsmen, and buy authentic woven products as souvenirs.

The batik weaving industry in Tenganan Village not only has an impact on cultural preservation, but also makes a significant economic contribution to the local community. Economic empowerment through the weaving industry provides opportunities for local craftsmen to maintain their traditional skills and earn income. In the context of globalization, preserving the batik weaving tradition in Tenganan Village is crucial to preventing the loss of cultural heritage. By integrating tourism, local communities can continue to maintain the sustainability and authenticity of their weaving practices. With the interesting phenomenon regarding ecotourism in the city of Bali, the author is interested in researching further.

Literature Review

Ecotourism

Ecotourism is a tourist trip to areas where the natural environment is pristine, by respecting the cultural and natural heritage, supporting conservation efforts, not producing negative impacts, and providing socio-economic benefits and respecting the participation of local residents. Ecotourism is a form of natural tourism business or economic sector which is formulated as part of sustainable development (Nugroho 2015).

Community-based ecotourism is ecotourism development that supports and enables the involvement of local communities in planning, implementation and management (Tisnawati, 2019). All activities are carried out by a group of local people to gain profit. It is the community who understands more about natural conditions. Social culture is related to its tourist attractions so that it can be used as a tourist destination that can be visited by tourists (Hadiwinata, 2014).

Community-based ecotourism can create new jobs for the community and improve community welfare, which can be generated through tourism services, souvenir sales, homestay rentals, guide fees, transportation costs and so on (Manahampi, 2015). Community-based ecotourism has a positive impact on local communities and also environmental and socio-cultural preservation so that it can foster a sense of self-confidence among local residents that develops through ecotourism activities (Mardiana, 2014).

Impact of Ecotourism

Impact is a change that occurs as a result of an activity (Hijriati, 2014). Ecotourism is a tourism sector that can benefit from various aspects if ecotourism is managed well, but on the other hand, if ecotourism is not managed well and correctly it will cause new problems and have a negative impact on society. Some of the positive impacts of ecotourism, seen from a macroeconomic perspective (Yoeti, 2008), are creating business opportunities, creating job opportunities, increasing income while accelerating the distribution of community income as a result of the multiplier effect that occurs from relatively large tourist spending, increasing government tax revenues. and regional levies increase regional income or Gross Domestic Product (GDP), encourage increased investment from the tourism industry sector and the economic sector others, strengthening the balance of payments. If the balance of payments experiences a surplus, this will automatically strengthen Indonesia's balance sheet and vice versa.

It is possible that all activities will only have a positive impact, but ecotourism activities will also definitely experience an impact negative. Negative impacts that can occur from ecotourism include: biological resources being damaged which causes Indonesia to lose its attractiveness in the long term, careless dumping of rubbish which apart from causing unpleasant odors, can also cause surrounding plants to die, commercialization of arts and culture often occurs. (Hijriati, 2014).

Social Aspects

Social aspects serve a very important role in supporting the performance of the ecotourism sector. The social aspect is not only identifying stakeholders but also produces optimal economic benefits and incentives for each stakeholder. It can be concluded that from a social aspect it not only provides benefits for the local community but also benefits stakeholders who support the development of ecotourism. The stakeholders in question are anyone who can influence and be influenced in the ecotourism sector, including local communities, government, private sector, non-governmental organizations (NGOs), tourists and other parties who are not directly involved with ecotourism. The roles and functions of stakeholders are (Nugroho, 2015).

The government has a strategic role in developing policies and supporting ecotourism. Policies include strategic legal instruments such as the arrangement of conservation spaces to technical instruments regarding investment services, which are implemented by the central and regional governments (Marta, 2014). Planners and researchers are one of the government stakeholders who use sources of advice or academic products as material for policy formulation. This product is in the form of potential identity, mapping, resource threshold values, development ideas and so on in order to develop ecotourism areas (Rahmanita, 2022).

Managers are government elements who are responsible for carrying out operational management tasks in the field. Its main task is to operate the concession rights granted to it by the government, and organize the interest of the private business world, cooperatives, or other business entities, especially operators, to participate in developing ecotourism services in a sustainable manner and providing quality service and visitor satisfaction (Rahmanita, 2022).

The private sector is a stakeholder that operates ecotourism businesses. The private sector provides various facilities and accommodation, information, tourism products, tourist destinations, education and training programs and quality services with the aim of attracting tourists and providing satisfaction and valuable experiences (Rahmanita, 2022).

Visitors are the most important indicator of the success of ecotourism development. Visitors are the main driver of demand for ecotourism services, visitors from outside the region can contribute to the local economy and are expected to provide incentives for better environmental management. Positive local values will spread globally so that they will provide understanding among wider circles. Good service to visitors will make it a media for ecotourism promotion or an entry point for cultural development (Rahmanita, 2022).

Local residents play an important role as subjects and objects in ecotourism development. Local residents as subjects are related to mindsets, local institutions and local wisdom that can be adopted in the planning process. Local residents can also play an active role in improving education and skills in various economic activities of ecotourism services. Participation from local residents produces job opportunities and sources of income as an important element of community welfare (Rahmanita, 2022).

Non-governmental institutions show positive performance in developing ecotourism. Through a scientific approach such as research, NGOs operate more flexibly to examine potential and develop potential areas. NGOs are able to organize volunteers or adventurers to work together with their respective functions for the purpose of forming opinions, raising actual issues and strategies, exposing damage environment and empowerment of local residents (Rahmanita, 2022).

Mass media in print and electronic form that appear periodically are excellent sources of learning information. News type information or government policies help develop discourse for ordinary people (Rahmanita, 2022).

Economic Aspects

The economic aspect of ecotourism is one of the most important aspects that reflects the sustainability of ecotourism management. Measures in the economic aspect provide added value and benefits for stakeholders in every interaction and flow in the economic system. The benefits of economic aspects not only flow to the government, the private sector and its supporters, as well as to visitors, but also provide benefits for local community empowerment and environmental conservation.

Each stakeholder or stakeholders must support each other in developing ecotourism because if one is not functioning it will paralyze other economic activities and will result in significant losses to the local population. Economic aspects can be measured through several factors, including micro and macro economic factors, where these factors provide direct measures or benefits to ecotourism activities and their support. Furthermore, unmeasurable factors provide benefits of existence, inheritance or environmental value for present and future interests. This economic role is supported by data supporting the development and management of ecotourism.

Microeconomics is a branch of economics that studies consumer and company behavior as well as determining market prices and the quantity of input factors, goods and services that are bought and sold. Microeconomics analyzes how these various decisions and behavior affect the supply and demand for goods and services which will determine prices, determine the supply and demand for goods and services further. Microeconomic concepts can be used to examine tourism activities, especially ecotourism. This includes product studies, quality and quantity, price packaging and also actors. Tourism products have their own characteristics according to the potential of an area as a tourist attraction. This will provide offers to tourists to meet the tourists' own needs. Tourism product offers are specific and personal (Sukirno, 2015).

Environmental Aspects

Environmental aspects include natural and artificial resources related to tourism and ecotourism activities. This relationship will provide positive and negative benefits. Positive benefits from environmental aspects can be in the form of environmental protection and conservation, public awareness of environmental values, financing and management of ecotourism. Negative benefits from environmental aspects include the construction of road infrastructure, bridges, airports and other supporting infrastructure such as restaurants, hotels, resorts, homestays, beaches and so on (Nugroho, 2015).

Tourism activities can have a global impact, but the tendencies of these impacts have been identified and prevented, namely loss of biodiversity, global climate change and depletion of the ozone layer and these impacts will affect the tourism sector (Nugroho, 2015).

The processing industry or general industry sector has a very significant impact on tourism services, especially in the tourist environment. Some processing industries should not pay attention to the disposal of industrial waste, where this waste can pollute the surrounding environment, especially industries located in tourist service areas (Nugroho, 2015). Contribution to Conservation. Ecotourism contributes various benefits to environmental conservation efforts. These benefits consist of (Nugroho, 2015):

(a) Financial.

Financial contributions received by the tourism sector can be used directly by tourism managers for conservation efforts.

(b) Planning and Management of the environment.

Tourism, hotel and tour industry operators teach efficient, clean and safe behavior.

(c) Increasing Environmental Awareness and Protection.

Ecotourism has proven and brought people closer to the environment and nature

(d) Alternative Job Opportunities, ecotourism services provide extensive job opportunities for anyone and for local residents

(e) Regulations and Institutions, ecotourism services run on an orderly, procedural and measurable operational basis. Ecotourism services cannot run smoothly if they do not have a valid legal basis in accordance with clear procedural and institutional standards.

Research Methods

The research uses descriptive with a quantitative approach. The sampling technique uses random sampling because in taking the sample, the researcher mixes the subjects in the population so that all subjects are considered the same (Azwar, 2010; Sugiyono, 2017). The population in this research is the entire community around Tenganan Village, Karangasem Regency, Bali who are involved or not involved in community-based ecotourism. According to (Arikunto, 2016) states that if the population is more than 100 people, then the minimum number of samples taken is 10-25%. Because the researcher refers to people involved in managing ecotourism in Tenganan Village, Karangasem Regency, Bali and people who have craft businesses, the sample used in this research was 100 male or female adults between the ages of 17 and 60 years.

Results and Discussions

Table 1. Characteristics of Respondents

	Frequency	%
Gender		
Woman	40	40%
Man	60	60%
Age		
< 20 years	10	10%
20-30 years	20	20%
31-40 years old	32	32%
> 40 years	38	38%
Work		
Farmer	24	24%
Self-employed	20	20%
Student/Students	35	35%
civil servants	13	13%
Other	7	7%
Education		
SD	7	7%
JUNIOR HIGH SCHOOL	24	24%
SMA	40	40%
S1	29	29%

Source: Data processed with SPSS (2023)

From the results of the characteristics of respondents based on gender, it shows that most people live around Tenganan Village, Karangasem Regency, Bali There were 60 men with a

% of 60%, while based on age the majority of people living around Tenganan Village, Karangasem Regency, Bali were 38 respondents aged over 40 years with a % of 38%. Then, based on occupation, 35 student respondents live around Tenganan Village, Karangasem Regency, Bali, with a % of 35%. Meanwhile, the characteristics of respondents based on education show that the people who mostly live around Tenganan Village, Karangasem Regency, Bali are those with a high school diploma, 40 people with a % of 40%.

Table 2. Validity Test

Variable	r-count	r-table
X1.1	0,722	0,1966
X1.2	0,688	0,1966
X1.3	0,635	0,1966
X1.4	0,739	0,1966
X1.5	0,882	0,1966
X2.1	0,715	0,1966
X2.2	0,624	0,1966
X2.3	0,588	0,1966
X2.4	0,865	0,1966
X2.5	0,729	0,1966
X3.1	0,622	0,1966
X3.2	0,635	0,1966
X3.3	0,833	0,1966
X3.4	0,545	0,1966
X3.5	0,566	0,1966
Y1	0,555	0,1966
Y2	0,803	0,1966
Y3	0,768	0,1966
Y4	0,644	0,1966
Y5	0,888	0,1966

Source: Data processed with SPSS (2023)

The validity test results in the table above show that all question items are valid because all calculated r-values are above r-table (0.1966).

Table 3. Reliability Test

Variable	Cronbach's Alpha
Economic Aspects	0,669
Social Aspects	0,602
Environmental Aspects	0,661
Based Ecotourism Public	0,694

Source: Data processed with SPSS (2023)

The reliability test results in the table above show that all variables are reliable

because all Cronbach's values are above that value (0.60)

Table 6. Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.861 ^a	.678	.665	.593321

Source: Data processed with SPSS (2023)

The results of the coefficient of determination test show that variations in all independent variables in economic, social and environmental aspects can influence changes in the dependent variable of community-based ecotourism by 0.665 (66.5%). Whereas The remaining 0.335 (33.5%) will be influenced by other variables outside this research.

Table 7. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.001	3.106		-.995	.332
Economic Aspects	-.003	.062	-.005	-.077	.981
Social Aspects	.237	.077	.249	3.285	.003
Environmental Aspects	.718	.096	.608	8.041	.000

Source: Data processed with SPSS (2023)

Based on the table above, the significant value of each independent variable is that the economic aspect variable has a significant value of 0.981. This shows a value greater than the alpha confidence level of 0.05. So it can be concluded that the economic aspect variables partially do not have a significant influence on the community-based ecotourism variables.

Meanwhile, the social aspect variable with a significant value of 0.03 has a value smaller than the alpha confidence level of 0.05, so it can be concluded that the social aspect variable partially has a significant effect on the community-based ecotourism variable.

Meanwhile, the environmental aspect variable has a significant value of 0.00, where the significant value of this variable is smaller than alpha which is 0.05, so it can be concluded that the environmental aspect variable partially has a significant effect on the community-based ecotourism variable.

Conclusion

The results of the regression analysis from this research can be concluded that the economic aspect variable partially does not have a significant influence on the community-based ecotourism variable because the economic aspect is not the main factor in the development of ecotourism so that the economic aspect does not have an impact on the development of community-based ecotourism. The social aspect variable partially has a significant effect on the community-based ecotourism variable because cultural heritage factors, local wisdom factors and socio-cultural tolerance factors are the main factors in maintaining ecotourism. The environmental aspect variable partially has a significant effect on the community-based ecotourism variable because accessibility and amenities are determining

factors for tourist satisfaction when visiting a tourist attraction, because both are important factors needed by tourists.

This can be explained that social aspects and environmental aspects must be interrelated with each other so that the main goal in maintaining ecotourism in a tourist village can be achieved in accordance with what the local community desires, namely it is hoped that it can provide a positive impact in terms of local community finances.

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