



Implementation of Sustainable Tourism in Bekelir Village

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ABSTRACT

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In order to avoid these negative impacts, the application of tourism experiences a hurdle, namely how to find methods to increase welfare by using natural resources in an efficient manner wisely in order to meet the needs of future generations. Therefore, the implementation of sustainable development is needed to maintain tourist destinations in various aspects. Sustainable development is development that meets the needs of the present and does not reduce its ability to meet the needs of future generations. Sustainable tourism development is all forms or types of development, regulation, and integrated tourism activities to ensure the maintenance of natural and cultural resources that aim to ensure long-term and sustainable prosperity. The purpose of this study is to analyze the implementation of sustainable tourism in Bekelir Village. The type of research that the research team used in this study was qualitative research. Based on the results of research with interview techniques on the Implementation of Sustainable Tourism in Bekelir Tourism Village, the following conclusions can be drawn. Bekelir Tourism Village implements sustainable tourism and its application according to which can be measured through the three indicators proposed by Durovic & Lovrentjev (2014), namely the social, economic, and environmental dimensions. Regarding the social dimension, Bekelir Tourism Village has been conserving its cultural heritage, paying attention to social carrying capacity, and maintaining its local wisdom. Regarding the economic dimension, tourism has a positive influence by presenting tourism products with good quality which can be seen from the economic benefits for local communities, Institutional regulation, Seasonality of tourism activity. Regarding the environmental dimension, Bekelir Tourism Village has considered carrying capacity and reducing pollution from tourism activities which can be seen from the management and protection of the environment as well as waste management.

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1. Introduction

Tourism industry is one of the economic driving industries in Indonesia. According to Norval in Primadany et al (2013), tourism is all activities related to the movement of foreign and local communities in the country, abroad, cities, or a certain region. Tourism can also be interpreted as a journey from one place to another carried out by a person or group and is temporary. The purpose of tourism is to get a balance and atmosphere that is different from normal life so that it creates happiness. Tourism has a positive impact on Indonesia, especially in the economic sector. With tourism, Indonesia will be increasingly recognized by foreign people and can improve the economy in Indonesia because of the large number of foreign people who travel to Indonesia. In addition, tourism creates employment opportunities for the Indonesian people and this has an impact on the welfare of local communities. However, tourism can also have a negative impact on Indonesia such as reduced natural resources, environmental pollution, transfer of productive land functions, socio-cultural exploitation and increased crime (Rossi Evita, 2012). This negative impact makes a tourist place not trusted by tourists so that the country's economy and community welfare declines.



In order to avoid these negative impacts, the application of tourism experiences a hurdle, namely how to find methods to increase welfare by using natural resources in an efficient manner wisely in order to meet the needs of future generations. Therefore, the implementation of sustainable development is needed to maintain tourist destinations in various aspects. Sustainable development is development that meets the needs of the present and does not reduce its ability to meet the needs of future generations. Sustainable tourism development is all forms or types of development, regulation, and integrated tourism activities to ensure the maintenance of natural and cultural resources that aim to ensure long-term and sustainable prosperity (Federation of Nature and National Park, quoted in Arida, 2017).

One of the tourist destinations that implement sustainable tourism development is Bekelir Village. Kampung Bekelir is a thematic tourist destination with a colorful theme in Tangerang City, Babakan Village. Bekelir village was inaugurated as a tourist village after receiving attention from the government in 2017. Based on previous research from Junaid et al. (2019) with the title "Implementation of Sustainable Tourism on Maratua Island, Berau Regency, East Kalimantan", the topic of implementing sustainable tourism is important to discuss because it can be seen from the results that the implementation of sustainable tourism on Maratua Island can increase economic benefits for the community, support socio-cultural aspects Bajau tribe, and affect the environmental conditions in the tourist attraction. Seeing the phenomena in the tourism industry, references from previous research, and the application of sustainable tourism in Bekelir Tourism Village, the research team was interested in analyzing the implementation of sustainable tourism in Bekelir Village. The purpose of this study is to analyze the implementation of sustainable tourism in Bekelir Village.

2. Methods

The type of research that the research team used in this study was qualitative research. Qualitative research is an observation that aims to understand various events regarding some understanding, motivation, and others in the form of descriptions (words and language) (Moleong, 2012). In this study, the research team used descriptive qualitative research, which means that the data that the research team collects will be in the form of words and pictures. This descriptive qualitative research is a research method based on the results of direct research that is used to examine the state of the object of research where the research team has a very important role in data collection and processing (Sugiyono, 2016, p. 9). The purpose of descriptive research is to find results that are factual, systematic, and also accurate about the facts and characteristics of a particular community. This research is used to determine the implementation of sustainable tourism in Bekelir tourism village. This study aims to obtain an overview and also information related to the implementation of sustainable tourism in Bekelir Tourism Village in a clearer, complete and straightforward manner. Therefore, the research team will conduct an interview with the Chairperson of the Bekelir Tourism Village RW, who is currently implementing sustainable tourism. Sources of data are the key in research that will be used by researchers to obtain data so as to minimize time and costs. The data sources used by the research team are primary data sources and secondary data sources. Primary data sources are data obtained by the research team directly, both by direct site observation and interviews. In this study, the research team will use data collection methods in the form of interviews with Mr. Muhammad Kholik as the Chair of the Bekelir Tourism Village RW. Secondary data sources are data obtained by the researchers indirectly. This can be obtained either from the observation of the research location.

Sugiyono (2016) stated that the data collection technique is a movement that is considered strategic because data collection is the primary goal in research. In collecting valid data, this study uses one method, namely:

a. Interview

Interviews are a method of collecting data to detect problems that need to be researched and some things that respondents want to know in depth. Effective interviewing can be achieved through several processes, namely introducing members (research team) to the informant, providing an explanation of the purpose of the interview, providing an explanation of the interview material, and asking questions. The interview procedure has 2 categories,

- 1) In-depth interview, which is an interview method in which the researcher participates directly in the observer's life and the process is carried out without using the guidelines that have been prepared.
- 2) Guided interview, which is an interview method in which the question and answer process uses the guidelines provided so that the interview atmosphere is not too relaxed. In this study, the research



team used the guided interview method in collecting and obtaining data. The data was obtained by interviewing Mr. Muhammad Kholik as the head of the Bekelir Tourism Village RW. The topic covered in this interview is the implementation of sustainable tourism in Bekelir Tourism Village.

The data analysis technique used is the use of analytical descriptive methods, where the method is a method used to analyze data collected from field results, interviews, scripts and so on, then described or described to be able to express clarity on reality (Sugiyono, 2010). Data analysis was carried out by interviewing the head of the Bekelir Tourism Village RW. After that, the researcher processes the data from the data obtained through the interview recording and rewrites it according to the context of the research carried out and discards unwanted or needed data. According to Sugiyono (2012) analysis must have credibility to be accounted for. Credibility is the success in achieving the purpose of the problem in the form of multiple and trustworthiness in the results of research data. Miles and Huberman revealed that data analysis is an interactive activity or activity that proceeds from time to time until it is completed (Sugiyono, 2014, p 246-253). It is known that there are three activities in data analysis, as follows:

- 1) Data reduction : data reduction or data reduction is a process of determining, simplifying, summarizing, and focusing on something that is essential and important because of the large amount of data obtained, so that it is necessary to conduct data analysis through data reduction.
- 2) Data presentation : presentation of data or data display is a description or description of combinations of information that contain elements of drawing conclusions and actions or actions in it. Presentation of this data is usually expressed in narrative text. It is intended to collect and present information that is arranged in a pattern or form that is simple and easily understood by the reader.
- 3) Drawing conclusions and verification : conclusion drawing and verification is the final activity in qualitative data analysis. This conclusion requires verification of the truth that has been agreed upon by the place of conduct of the research. So the meaning of the conclusion must be tested for validity, suitability, and strength. The meaning of this conclusion must also use key information, not from interpretation through the researcher's point of view.

3. Results and Analysis

The research was conducted by collecting data through interviews. Interviews were carried out using guided interview techniques (in-depth interviews) in collecting and obtaining data. Interview as the head of the Bekelir Village RW. Interviews with resource persons were held on Saturday, May 7, 2022. The topics covered in this interview were the implementation of sustainable tourism in Bekelir Tourism Village. In the application of tourism, Bekelir Tourism Village applies sustainable tourism which includes several dimensions, namely social, economic, and environmental dimensions. The application of sustainable tourism in the social dimension can be seen from the conservation of cultural heritage, social carrying capacity, and the maintenance of local wisdom. Regarding the conservation of cultural heritage, the management always passes down their cultural heritage to the next generation (the next management) and its conservation depends on the arrangements of the successors, both from the manager and the local community. This cultural heritage is conserved through events that are always held every year, such as the commemoration of the Prophet's Birthday, August 17, and special traditional events leading up to the month of Ramadan, namely bathing together on the riverbank (one day before Ramadan) and the Torch Parade (Tarawih night). Regarding social carrying capacity, the number of tourists visiting is limited and usually in groups of 3-4 buses. Tourists who visit are generally from the Tourism Office of the province of Banten, members of the DPR from Raja Ampat, Maluku, and throughout Indonesia who have come here, as well as students who do comparative studies. In the aspect of maintaining local wisdom, the management always pays attention to things passed down from the previous generation and always carries out the culture and traditions that are held every year. The application of sustainable tourism in the economic dimension can be seen from various aspects, namely economic benefits for local communities, Institutional regulation, Seasonality of tourism activity.

Regarding economic benefits for local communities, tourism can encourage local communities to set up various businesses. In addition, the City Tourism Office provides a culinary stand (especially for the Bekelir Tourism Village community) as a place for local people to set up culinary businesses and earn income. Regarding Institutional regulation, various businesses in Bekelir Tourism Village are not bound by government regulations. The government only gives an appeal to local people who set up businesses to

maintain the cleanliness of their environment and the preservation of the local environment. Regarding the seasonality of tourism activity, tourism activities in Bekelir Tourism Village are generally crowded by tourists on every holiday and by officials (Tourism Department or Mayor) on Saturdays. The application of sustainable tourism in the environmental dimension can be seen from environmental management and environmental protection and waste management. Regarding environmental management and environmental protection, there are workers in charge of maintaining environmental cleanliness and each house is provided with a trash can. These cleaners are paid a monthly fee from residents. In addition, the beauty of the village walls is still maintained with regular painting done by local young people every time there is a certain event or holiday (for example: Eid). Regarding waste management, there are administrators who directly transport garbage every morning to the TPA. The procedure is citizens' trash will be transported by the environmental management to the edge of the river and the cleaning team from the city of Tangerang will transport it to the TPA.

Sustainable tourism implemented by Bekelir Tourism Village is in accordance with the indicators proposed by Durovic & Lovrentjev (2014) which include the social dimension (maintenance of local wisdom, social carrying capacity, conservation of cultural heritage), the economic dimension (institutional regulation, seasonality of tourism activity, economic benefits for local communities), and environmental dimensions (environmental management and protection, waste management. In relation to the social dimension, sustainable tourism implemented by Bekelir Tourism Village is in accordance with the standards in Durovic & Lovrentjev's (2014) theory, which is to have a positive influence on society and its cultural assets by conserving its cultural heritage, paying attention to social carrying capacity, and maintaining local wisdom. In the aspect of cultural heritage conservation, the management always passes down their cultural heritage to the next generation (the next administrator) and its conservation depends on the arrangements of the successors, both from the manager and the local community. This cultural heritage is conserved through events that are always held every year, such as the commemoration of the Prophet's Birthday, August 17, and special traditional events leading up to the month of Ramadan, namely bathing together on the riverbank (one day before Ramadan) and the Torch Parade (Tarawih night). In terms of social carrying capacity, the number of tourists visiting is limited and usually in groups of 3-4 buses. Tourists who visit are generally from the Tourism Office of the province of Banten, members of the DPR from Raja Ampat, Maluku, and throughout Indonesia who have come here, as well as students who do comparative studies. In the aspect of maintaining local wisdom, the management always pays attention to the things that are passed down from the community previous generations and always carry out the culture and traditions that are held every year.

In relation to the economic dimension, sustainable tourism implemented by Bekelir Tourism Village is in accordance with the standards in the theory of Durovic & Lovrentjev (2014), which has a positive influence by presenting tourism products with good quality which can be seen from the economic benefits for local communities, Institutional regulation, Seasonality of tourism activities. In terms of economic benefits for local communities, tourism can encourage local communities to set up various businesses. In addition, the City Tourism Office provides a culinary stand (especially for the Bekelir Tourism Village community) as a place for local people to set up culinary businesses and earn income. In the aspect of Institutional regulation, various businesses in Bekelir Tourism Village are not bound by government regulations. The government only gives an appeal to local people who set up businesses to maintain the cleanliness of their environment and the preservation of the local environment. In terms of the seasonality of tourism activity, tourism activities in Bekelir Tourism Village are generally crowded by tourists on every holiday and by officials (Tourism Department or Mayor) on Saturdays. In relation to the environmental dimension, sustainable tourism implemented by Bekelir Tourism Village is in accordance with the standards in the theory of Durovic & Lovrentjev (2014), which has a positive influence by considering carrying capacity and reducing pollution from tourism activities which can be seen from the management and protection of the environment as well as environmental management. rubbish. In the aspect of environmental management and environmental protection, there are workers in charge of maintaining environmental cleanliness and each house is provided with a trash can. These cleaners are paid a monthly fee from residents. In addition, the beauty of the village walls is still maintained with regular painting done by local young people whenever there is certain events or holidays (for example: Eid). In the aspect of waste management, there are administrators who directly transport garbage every morning to the TPA. The procedure is that the residents' waste will be transported by the environmental management to the riverside and the cleaning team from the city of Tangerang will transport it to the TPA.



4. Conclusions

Based on the results of research with interview techniques on the Implementation of Sustainable Tourism in Bekelir Tourism Village, the following conclusions can be drawn. Bekelir Tourism Village implements sustainable tourism and its application according to which can be measured through the three indicators proposed by Durovic & Lovrentjev (2014), namely the social, economic, and environmental dimensions. Regarding the social dimension, Bekelir Tourism Village has been conserving its cultural heritage, paying attention to social carrying capacity, and maintaining its local wisdom. Regarding the economic dimension, tourism has a positive influence by presenting tourism products with good quality which can be seen from the economic benefits for local communities, Institutional regulation, Seasonality of tourism activity. Regarding the environmental dimension, Bekelir Tourism Village has considered carrying capacity and reducing pollution from tourism activities which can be seen from the management and protection of the environment as well as waste management. Based on the research results, there are several suggestions that can be given by the research team for various problems, namely:

- a. The management of Bekelir Tourism Village can develop more attractions by utilizing existing rivers, for example boat tours so that they can open more employment opportunities for local residents and can provide more economic benefits.
- b. The manager of the Bekelir Tourism Village can add several facilities to support the needs of tourists, such as public toilets and disabled friendly facilities
- c. For future research, it is better to use other indicators or add other indicators related to the implementation of sustainable tourism apart from the social, economic, and environmental dimensions.

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