

UDC 332

**THE ROLE OF GOVERNMENT AND PRIVATE SECTOR IN DEVELOPING ECOTOURISM**

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**ABSTRACT**

This study aims to determine (1) the role of the government in developing ecotourism, and (2) the role of the private sector in developing ecotourism. The research method used in this study is a literature review. The results of this study found that: (1) The role of the government in tourism development planning is a bottom-up approach, where the activities carried out by the government should prioritize improving local community's human resources by paying attention to the vision and the main goals of tourism development and management, create a form of community-based tourism, has a pillar of environmental preservation, cultural preservation, attractional enrichment, participation-based education, community participation, and community economic empowerment, and is fully supported by all stakeholders and shareholders; (2) In ecotourism, the private sector plays a role in empowering the economic behavior of local communities and interacting as well as with tourism destination managers, governmental elements and NGOs.

**KEY WORDS**

Government, private sector, community participation, ecotourism.

In Indonesia, tourism development is measured by the number of tourist visits, where tourist visits are greatly influenced by the available facilities or infrastructures. To make this happen, it requires the participation or role of the government, the private sector and the local community. However, tourism is currently a sector developing to leading sector for the national development in reducing poverty, unemployment, and inequality due to the multiplier effect for the country and the society. Indonesian tourism is one of the largest and fastest growing economic sector, and, in fact, the tourism sector is said to be the country's core economy in the future because tourism has become the most sustainable commodity and touches various levels of Indonesia society. Every year, Indonesia tourism's foreign exchange earnings increase when several other commodities, such as oil and gas, coal, and CPO continue to decline. The development of foreign exchange earnings of the tourism sector in 2015-2019 is presented in the Table 1.

Table 1 – Indonesia's Tourism Foreign Exchange Earnings in 2015-2018

Year	Foreign Exchange (\$ US BillioN)
2015	10.7
2016	11.2
2017	13.1
2018	16.4
2019	17.6

Resource: *Badan Pusat Statistik, 2020.*

The role of tourism sector is increasingly important because it has a contribution to the country through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor, also in business development that is spread across various (remote) areas of Indonesia. According to *Buku Saku Kementerian Pariwisata (PDB)*, Ministry of Tourism's Pocket Book (2016), contribution of tourism sector to national Gross Domestic Product (GDP) in 2014 reached 9 percent or Rp. 946.09 trillion. On the other hand, foreign exchange from tourism sector in 2014 reached Rp. 120 trillion, and the

contribution to employment opportunities reached 11 million people (Anggraini, 2017). Through its multiplier effect, tourism can accelerate economic growth and create wider employment opportunities (LPEM FEB Universitas Indonesia, 2018).

One of strategic issues in tourism development is how the tourism sustainability continue by considering economic, social and environmental factors. Besides being a contributor to national income, tourism industry also has a role as one of the most dominant destroyers and polluters of the environment. Mass tourism, which is a development instrument, contributes a lot in negative impacts (Arida, 2009). So far, the measurement of the tourism sector's success is only seen from the size of the country's foreign exchange earnings and the large number of tourist arrivals, both domestic and foreign. (Arida, 2009).

A report issued by the World Tourism Organization (WTO) reveals that there are several new trends and developments in the world of tourism that began to appear in the 1990s. With the tendency of global, regional and national communities to return to nature, people's interest in traveling to places that are still natural is getting bigger. This interest is a driving factor for the development of tourism that is oriented towards the natural environment or what is known as ecotourism (Arida, 2009).

For that issue, ecotourism is the alternative tourism (Arida, 2009). The International Ecotourism Society (TIES) defines ecotourism as a responsible nature tourism journey by conserving the environment and improving the welfare of local communities (TIES in Arida, 2009). Special Region of Yogyakarta is one of the provinces in Indonesia that is famous for its richness and natural diversity, as well as its culture, which can be developed into tourism. Tourism potential in Yogyakarta is quite diverse with many natural tourist destinations, cultural tourism, culinary tourism, historical tourism, and religious tourism. In 2014-2019, there has been an increase in tourist visits to Yogyakarta as shown in the Table 2.

Table 2 – Tourist Visit to Special Region of Yogyakarta

Year	Number of Tourists
2014	3.346.180
2015	4.122.205
2016	4.548.574
2017	5.229.298
2018	5.689.091
2019	6.549.381

Resource: Statistik Kepariwisata Dinas Pariwisata DI Yogyakarta, 2020.

The growth in tourist visit ultimately affects the growth of other tourism elements such as tourism villages and tourism conscious groups. This shows that tourism sector is currently growing into one of the leading economic sectors in DI Yogyakarta as shown in Table 3.

Table 3 – Growth of Tourism Elements in Special Region of Yogyakarta

No.	Elements	Year			
		2016	2017	2018	2019
A	Number of Tourist Attractions				
1	Natural	10	12	17	32
2	Artificial	8	13	15	42
3	History	14	17	17	17
B	Number of Tourism Villages				
1	Advanced	24	24	25	48
2	Developing	30	30	57	39
3	Arising	31	31	50	48
4	Worth Selling	0	31	82	135

Source: Bappeda DI Yogyakarta, 2019.

According to Dorimulu (2016), the development of tourism activities is now more concerned with the investors' interest, so this will be exploitative even though the attraction of tourists should be in sustainable nature, beautiful panoramas, forests, water and sea that are

not polluted, but the tourists' attention is precisely to the hotels, restaurants and shops. In addition, the problem of tourism activities is that the government does not continuously carry out guidances in the development of tourist villages, so that they experience stagnation while the role of the private sector is still limited only as a travel agency that puts forward the profit and is business-oriented, and also, local communities have not open up and change the mindset for the current changes yet (Wahyuni, 2014).

The government's attention is reflected in the amount of its expenditure for the provision of infrastructure that supports tourism activities. The government plays a role in providing public goods that cannot be provided by the private sector, such as building roads, bridges, terminals and other public facilities. This government expenditure is seen in how much the allocation of National Expenditure Budget and Regional Expenditure Budget in tourism sector. This means that the government has an important role in developing the tourism industry, either as a policy maker that determines the direction of the development policies in tourism sector (including the budgeting) or as a facilitator that provides infrastructure to support tourism activities.

At this time, Determining the direction of the development policies in tourism is an important matter which must be based on good morals and political will. Current issues, related to tourism planning, are only emphasized on technical aspects, where the real problem is relatedly the formulation of regulations on all existing tourism components, in order to achieve sustainable tourism (Theobald, 2005). The government's role is very important in determining the direction of tourism policies to develop sustainable tourism. For this reason, it is necessary for the government to understand the concept of good tourism planning. The role of government in tourism development can be carried out by implementing several policy instruments to control and provide incentives in developing sustainable tourism, for example, setting regulations of land use, restricting tourist access to areas prone to damage, protecting local culture, directing environment-friendly tourist behavior, holding restrictions on energy use, saving scarce natural resources, reducing pollution and providing incentives for infrastructure development that also benefit hosts, such as transportation system, protection of urban green spaces, and national park development (Suardana 2016).

In this case, Julianto and Zike (2019) observed that the private sector (investors) has a role in investment through private investment originating from the country (PMDN), foreign (PMA) or non PMDN/PMA. This private investment is more directed at the types of industrial businesses such as hotels, restaurants, travel agencies, and tourist areas (resorts). Without investors to invest, the tourism industry will not necessarily be able to grow. For this reason, all efforts are needed to attract investors in this potential sector, such as through more concrete and broad information using the increasingly advanced media of information technology.

As a tourist destination, the quality of Yogyakarta's environment has degenerated due to uncontrolled construction of hotels, malls and resorts which has resulted in massive groundwater exploitation. The construction of hotels, malls and resorts, despite having a positive impact in can labor absorbtion and contribution to PAD, also harms the local community because ground wells have become dry. As quoted from "[www.mongabay.co.id](http://www.mongabay.co.id)", the construction of hotels, malls and resorts that are increasingly prevalent in Sleman Regency and Yogyakarta City has made the local people's wells around them drying up. In contrast to Sleman Regency and Yogyakarta City, the development of tourism sector in Bantul Regency puts forward the community, which puts forward the homestay concept for lodging (Sudibyoy, 2017).

In developing the tourism sector, Bantul Government prioritizes tourism that provides benefits to the people and carries the concept of ecotourism. The example is Dlingo community who have so far used the potential of natural resources for the development of an ecotourism-based tourism industry (Purwandari, 2017). The development of tourism sector which is included in the ecotourism category requires creativity, innovation, cooperation, promotion and good marketing coordination. From this phenomenon, this study tries to explore (1) the role of government in developing ecotourism, and (2) the role of the private sector in developing ecotourism.

## METHODS OF RESEARCH

The method of this study is *literature review*. Literature review contains reviews, summaries, and writers' thoughts on several sources of literature (articles, books, slides, information from the internet, etc.) on the discussed topics. A good literature review must be relevant, current and adequate.

## RESULTS AND DISCUSSION

According to Suharso (2005), government policies are decisive in the innovational development agenda in order to develop tourist destination areas. Government policies also control the direction of sectoral developments that have an impact on the welfare of the community, economic actors and other public services. The role of government will also significantly contribute to the base of business and the formation of community welfare (Edgell, Smith and Swanson, 2008).

Government's commitment plays a key role in the successful achievement of tourism development. The degree of commitment from the government to tourism development affects the success rate of tourism development (Hermawan, 2008). A good government commitment will be able to mobilize the resources it has, so that tourism development can be faster and more optimal.

In reality, the role of the government in every development is formulated in four roles, namely, as a regulator, motivator, facilitator and dinamisator which is more operationalized into regulator, controller, and budget politics. Community-based development is no different from development in other fields. The function of government is still significant, even dominant in planning, implementation and control (Rasmen, 2017).

Top-down and bottom-up systems are two tourism planning systems needs to be implemented. The government must change the top-down system to a bottom-up system, so that the role of active community participation can be increased. The bottom-up system will have obstacles in its implementation because the attitudes of local community are still influenced by the "patron client" culture, where the influence of the leadership in behaving and acting is still a measure for the community attitudes. Therefore, the government must be able to act consistently, show integrity, and set a good example to society. In a bottom-up approach, the government must take an approach that prioritizes increasing human resources, increasing labor productivity, preventing crime, and others.

Government policy is directed at increasing community economic activities, which in the long run will be able to support funding as *Pendapatan Asli Daerah* (PAD) or locally-generated revenue. In this case, the government has to provide sufficient space for the community to be able to carry out their activities independently. The participation of local communities needs to be increased; therefore, it is necessary to form a community empowerment to build welfare and community independence in building the flow of globalization. According to Rasyid (2010), one of government roles is community empowerment. The role of government is very important in encouraging the development of ecotourism. The main thing that must be fulfilled is to actually determine vision and mission, to be responsible for all risks and impacts, to be smart in making strategies and policies, and to invite active participation from various parties.

The role of the government as a facilitator can be done by creating conducive conditions for the implementation of development to bridge the community's various interests in optimizing regional development. As a facilitator, the government can provide assistance in community empowerment through training, education and skills, as well as in funding through providing capital assistance to empowered communities. Ecotourism as the core of sustainable tourism, according to Machnik (2013), can also be understood as a form of paradigm in managing the area in depth and carefully (especially related to local people, culture, and nature).

Ecotourism destinations are generally located in remote areas, so the role of local community participation is very important, especially in remote areas and islands (Fotiou,

2002). Ling et al (2001) found that the development of ecotourism in Mekong was community-based and small-scale activities so that the tourism industry players tended to develop more types of mass tourism. Hall (2008) emphasized that “codes of conduct” that tour operators must pay attention to (1) developing local community participation, (2) educating visitors, (3) creating environmental conservation, and (4) minimizing economic leakage.

The role of the government in increasing the role of local communities related to ecotourism development according to Ojong et al (2013) is as follows: (1) providing socialization to local communities about the potential and impacts of ecotourism; (2) the government must provide a conducive environment to encourage the role of local communities; and (3) conduct community education to increase community knowledge and concern for ecotourism.

In addition, government policies should be a driving factor for the development of ecotourism attractions. Fonseca (2012) states that an activity that does not receive support from the government or fair regulations will ignore the potential for natural resources to be developed into ecotourism areas. *Rencana Induk Pembangunan Kepariwisata Nasional (RIPPARNAS) 2010-2025*, as stated in *Peraturan Pemerintah Nomor 50* in 2011, states that Indonesia’s ecotourism paradigm in tourism development is still unclear.

The government (both central and regional) provides more dominant space in developing mass tourism. This is in line with the research results by Nguyeng, Lee, and David (2020) which found that stakeholder participation in tourism planning in Sapa, Vietnam, followed a top-down approach due to the lack of structural support for local community participation. This result is in line with the research of Downe et al (2016) which shows that local communities in most developing countries tend to have limitations in decision making due to the dominance of political elites, which in fact places them in subordinate positions. Tosun (2006) has considered the type of the described community participation as something that is spontaneous, induced and coercive where the induced participation is top-down, mostly indirect, and can be manipulated. This situation is also referred to as passive participation which occurs when people are involved in implementing decisions without prior deliberation. Thus, a shift from top-down tourism planning to a participatory approach is needed, and more local tourism stakeholders need to be involved in tourism planning in Sapa.

The understanding of the concept of ecotourism is very weak, so it becomes an obstacle. Magio et al (2013) emphasized that the success of ecotourism development is also determined by development objectives, alternative tourism options, and increased institutional effectiveness which can usually be used as policy space in encouraging ecotourism development. Government policies can encourage the role of local communities in tourism and their relation to travel operators (Self et al, 2010). Travel operators must be able to provide economic, social and cultural benefits, as well as a healthy environment for local communities.

In *Rencana Pembangunan Jangka Menengah Daerah (RPJMD)*, Regional Medium-Term Development Plan of the Special Region of Yogyakarta Province, Yogyakarta's vision is Quality Education, Culture-Based Tourism, and Service Center with an Environmentally Friendly Service. The definition of culture-based tourism in the Yogyakarta’s RPJMD is that tourism activities that must be developed based on and centered on Javanese culture that is in harmony with the history and culture of *Keraton Ngayogyakarta Hadiningrat*, the local wisdom, and the noble values of the nation's culture and increased tourism activities is carried out by creating innovations, based on cultural tourism, historical building tours, educational tours, convection tours, and shopping tours.

The development of tourism in Yogyakarta puts Javanese culture as the main advantage compared to tourism in other areas. Basically, sustainable development must be based on the fulfillment of three main aspects, namely ecological sustainability, social sustainability and economic sustainability. A tourist area can be categorized as ecotourism if it is in accordance with the criteria of Green Tourism Organization, the tourist area must meet

the criteria for environmental responsibility, local economic vitality, cultural sensitivity, and experiential richness.

The Yogyakarta's government is committed to advancing tourism potential by promoting the concept of ecotourism. One example is the development of Bumi Hijau's ecotourism. Bumi Hijau's Ecotourism offers a tourism concept based on natural beauty combined with community interaction. In addition, they also offer educational and literacy programs on how to preserve the environment, through crafts, fashion, classical dance and introduction to local culture. Another ecotourism concept that has been developed is the ecotourism concept of Kali Code Utara in Yogyakarta City. Kali Code Utara as one of the tributaries directly connected to Merapi holds ecotourism potential in the form of independent waste management tours, communal IPALs and tracking tours along Code Utara River by enjoying the beauty of the river's architecture built by YB Mangunwijaya (Karomah et al., 2007).

The DI Yogyakarta government acts as a facilitator in the formation of physical and non-physical facilities and infrastructure. The DI Yogyakarta government is committed to facilitating the formation of tourism institutions, in this case Pokdarwis. However, there are still weaknesses, namely not sufficiently optimal guidance on tourism development activities. In addition, the Yogyakarta government provides a good signal in terms of business licensing issues in the tourism sector. According to Yudiyanti and Rahayu (2014), the Yogyakarta government facilitates in non-physical forms such as coaching facilities when cases are reported by tourists, so that they are incidental.

Apart from being a facilitator, the DI Yogyakarta government also carries out its function as an implementer. The DI Yogyakarta government already has responsibility for implementing work programs and carrying out its functions in the tourism sector, but they carry out these tasks without any innovation. According to Yudiyanti and Rahayu (2014), the DI Yogyakarta government as a motivator, the provision of activities to motivate tourism actors is only incidental, so that the expected results, namely tourism awareness of tourism actors have not provided maximum results.

Haryanto (2015) created an ecotourism development model based on the 4 elements classification. This model is expected to minimize weaknesses that occur in the role of government. The four models are: (1) Main elements, making the issue of sustainable development the vision and goal of tourism development and management patterns; (2) Elements of tourism products, where this element is a good form of tourism, is community-based tourism; (3) Criteria elements, these elements have the pillars of environmental preservation, cultural preservation, enrichment of attractions, participation-based education, community cohesiveness, and economic empowerment of local communities; and (4) Supporting elements, tourism development and management are fully supported by all stakeholders and shareholders, including the community, visitors, managers, universities, central government, regional government and tourism entrepreneurs.

These elements are put in consideration in making the policy due to the hierarchical aspects and the interrelationship among all elements in the management model. Aspects of sustainable development can be symbolized into the main vision and objectives in tourism development and management of the most essential which cannot be negotiated. Once the vision and goals for sustainable development have been set, other elements will begin to function in relation to each other because these visions and goals can be implemented within the framework of sustainable tourism if the tourism product being carried out is community-based tourism. By running community-based tourism, all the pillars automatically will be able to make in the community. The whole process will be able to run if all interested parties provide supports in accordance with their respective functions and roles.

The problem in 2020 is that tourism has experienced the decrease of visits due to the Covid-19 pandemic. The Covid-19 pandemic has halted global mobility on an unprecedented scale, causing global tourism to be severely disrupted. Various policies have been carried out by the government to encourage the tourism sector to grow again in order to improve people's welfare. Fikri (2020) said that three things that the government must pay attention to in developing ecotourism during the Covid-19 pandemic are: (1) paying attention to market

segments; (2) provide awareness for the level of concern and appreciation of tourists in respecting local culture and wisdom; and (3) pay attention to natural conservation in tourist destinations.

In developing ecotourism, the market segment must be considered because there are not too many tourists who are interested in ecotourism. This is due to the long time to do this tourism, so that the expenditure becomes more expensive, the market segment to be emphasized after implementing the ecotourism development model carried out by Haryanto. A quality market segment will produce quality products too. So it takes a combination of 4 elements of the ecotourism development model and the three indicators.

In general, the government plays a role in preparing basic facilities and infrastructure that support tourism development, preparing various regulations related to tourism, facilitating the ease of traveling and doing business, and carrying out promotional and destination marketing activities. This certainly should be in accordance with the tourism development and management model put forward by Haryanto, and the infrastructure and regulations related to tourism must be in accordance with the vision and objectives that have been set. The role of local governments in the development and management of ecotourism is as a regulator, facilitator and mediator. Destination development and industrial development require clear and wise regulations and integrated institutions, both from the private sector and the government. One of the determining factors in the success of a program is good cooperation of stakeholders.

Private sector is stakeholders who operate the ecotourism business. In the private sector, the most important strength is its dynamic nature of market developments, as well as the strength of its capital (Yescombe, 2007). The role of the private sector is important as a trigger for economic activity in developed areas. In public-private sector cooperation, the strengths and weaknesses of each sector can be combined to achieve maximum development goals.

The private sector can enter into the realm of providing funding and developing business flows to support economic activity in an area, as well as business planning that can target the most potential tourist market (Bjärstig & Sandström, 2017). The private sector provides a wide range of activities and accommodation, information, tourism products, education and training programs and quality services, with the aim of attracting tourists and providing satisfaction and rewarding experiences. The private sector can also implement legal aspects concerning quality standards of management and services as well as community participation (Nugroho, 2013).

Rahman (2019) stated that the participation of the tourism industry is never separated in the development of a tourist destination, especially that this destination is very well known and very much loved by all members of the community. An example is Tembi Tourism Village. Tembi Tourism Village has many visitors who come for recreation, enjoy unique and traditional tourism activities, stay overnight, hold family/wedding events and even other important events on a mass scale like a conventional tourism. The location is quite strategic, in the west of Yogyakarta City, facilities and infrastructure in the form of other supporting accommodation such as restaurants, restaurants / cafes, health centers, mini markets, traditional markets, clothing equipment and other attractive places are very adequate for the surrounding environmental conditions.

The private sector in the tourism industry is very diverse, ranging from transportation services, travel agencies, hotels and restaurants, souvenir services, tour operators, and other supporting businesses. In ecotourism, the private sector, especially tour operators, also face business operational risks. They run operational programs for education, training, assistance, security and human resource development. They also play a role in empowering the economic behavior of local communities and interact well with tourism destination managers, government elements and NGOs.

The private sector's participation in the development and management of ecotourism is the Tour and Travel Agent. The existence of this tourism support industry will make it easier for tourists or guests who come from outside the city or from within the city to know and get to know the tourist village more and enjoy the comfort and service that is different from other

tourist villages / villages. Through the Tour and Travel Agent, this tourist attraction and lodging accommodation becomes more easily accessed quickly, safely, and accurately through the promotional information website provided on the Tour and Travel Agent.

Wirudchawong (2017) explains that tour operators are very important in the development of ecotourism, but foreign tour operators are an obstacle for the ecotourism product itself. Tour operators prefer mass tourism as they are reluctant to sell ecotourism because of the limited infrastructure they have. Apart from the limited infrastructure, visiting ecotourism usually takes a long time and the service of human resources is also poor. This is what makes tour operators lazy to sell ecotourism. Thus, the need for the role of the private sector in service providers and providers to respond to the needs of the community and consumers, help promote, and conduct human resource development for local communities.

The roles of each sector and the implementation of tourism destination development programs is the key for a tourist destination to develop into the center of the tourism industry. The concept of center and periphery, put forward by Papatheodorou (2006), assesses that an area will become the center of the tourism industry if it has diversity and completeness of tourist attractions, easy access to tourist information centers, and completeness of supporting amenities for tourism activities.

Rumah Budaya Tembi is an example of a form of investment that can go hand in hand with the Tourism Village or Cultural Village in the vicinity. Rumah Budaya Tembi is a private property located in the Tembi Cultural Village area and provides various facilities such as a cultural museum, restaurant, function room, and lodging. Rumah Budaya Tembi Museum has many collections, such as traditional Javanese tools, keris, spears, farming tools, batik art equipment, and gamelan. The multipurpose room in Rumah Budaya Tembi can be used for cultural arts events, weddings, meetings, and so on. The existence of the Tembi Cultural House seems to be part of the Tembi Cultural Village, where one and the other complement and strengthen each other's charms. Rumah Budaya Tembi, Tembi Guest House and De'Oemah Tembi are privately owned but managed by local communities. If the Guest House and De'Oemah are full, they will still help promote the homestay owned by local community.

The private sector plays a role as the organizer of the tourism business according to business ethics, being professional, responsible and sustainable. The role of the business world as a profit-oriented institution must also be responsible for environmental sustainability as the main capital of tourism. Private partnerships with the community and government are needed in a "true" sense. A mutualism symbiotic relationship must be built with a formal and non-formal approach. Several successful tourism destinations involve many parties, one of which is because they build a non-formal approach between the private sector and the government.

In addition, on-line networking in the private sector has been neat and efficient in organizing tourist destination locations, schedules, and visiting capacity to satisfy services to tourists (Nugroho, 2013). According to Fikri (2020), in developing ecotourism, training in high hospitality is needed, such as friendly, polite and ethical services. In addition, there is a need for quality products, such as hotels that blend with nature, as well as places to eat that serve local dishes. Like the Mediterranean Club, according to Kartun (1993), the Mediterranean Club provides services for tourism products and accommodation with discounts for tourists visiting the destination countries. The international club or domestic association has provided a lot of experience and advice for the government as an ecotourism policy maker. In addition, private activities generate investment value and contribute significant exports to the formation of Gross Regional Domestic Product (GRDP).

According to Kameswara and Suhirman (2020), the role of the private sector as managers in developing ecotourism in the Kertalangu Cultural Village: (1) Coordinating all the investors involved; (2) Provide capacity building to the community in terms of counseling and training. Thus, ecotourism activities in the Kertalangu Cultural Village have an economic impact such as employment due to the emergence of business ventures built by the private sector. There is no social impact because it still maintains local culture, and the environmental impact is that there is congestion of access to these destinations.



In general, the private sector plays a role in preparing basic facilities and infrastructure that support tourism development, providing guidance and counseling for local communities. Destination development and industrial development require clear and wise regulations and coherent institutions, both from the private sector and the government. One of the big factors in the success of a program is good cooperation between the stakeholders.

The implication of this research is that this research can be used as a reference in develop ecotourism because this research uses literature reviews so that it can be decisions that can be formulated by the government supported by the private sector and community participation to develop ecotourism based on previous theories and research.

## CONCLUSION

The approach that should be implemented in tourism development planning is the bottom-up approach, where the activities carried out by the government are activities that prioritize in increasing the human resources of the local community, increasing labor productivity, preventing crime, and etc. Also, the development has to pay attention to the vision and the main objectives of tourism development and management, community-based forms of tourism, environmental preservation, cultural preservation, attraction enrichment, participation-based education, community cohesiveness, and community economic empowerment, which is fully supported by all stakeholders and shareholders. The determination of the vision and objectives is the basis for the government to issue policies

The private sector in the tourism industry is very diverse, covering transportation services, travel agencies, hotels and restaurants, souvenir services, tour operators, and other supporting businesses. In ecotourism, the private sector, particularly tour operators, also faces business operational risks. It runs operational programs for education, training, assistance, security and human resource development. It also plays a role in empowering the economic behavior of local communities and interact as well as with tourism destination managers, government elements and NGOs.

The limitation of this study is that this study only uses literature studies which do not represent the results in the field. Future studies may add other research techniques with methods of qualitative and / or quantitative so it can take samples in the field which will strengthen the research results.

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