Empowerment of Tourism with Eco-Green Concept-Based Ecotourism in Botubarani Village

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Abstract:
This research aims to provide knowledge and skills to the people of Botubarani Village with an approach to solve local problems with problem-solving techniques through design thinking. The output targets of this program include the opportunity for independent study program students certified as independent campuses to analyze problems that exist in the community related to ecotourism. The implementation method in this activity is Focus Group Discussion (FGD) between field supervisors and students with partner groups and the community. Conduct direct observations together with partners and document the potential that will be developed with the assisted communities in Botubarani Village. Designing program implementation scenarios, conducting training and mentoring for the utilization of waste.
Ecotourism problems in the village of Botubarani were discussed by a team of writers using the Customer validation technique. The results of interviews with tourists and customers will then provide an overview of the solutions that must be carried out by our team later through product validation techniques. Products that have been validated will then be realized through a prototyping procedure which will later be distributed to residents in the form of training and also enrichment of concepts through open discussions. Because this project is based on human centricity, all solutions and problems are obtained through observation and user validation. With these procedures and techniques, we are expected to be able to provide the best solutions for validated problems to realize sustainable and sustainable ecotourism with an eco-green concept.
Keywords: Solve Local Problems; Sustainable ecotourism; eco-green concept

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Introduction

Tourism is seen as an important part of the economic development of the community in a region. As a system, tourism is formed from several interacting and organized components. To meet the needs of services related to tourism activities, tourism should be supported by various components including tourist objects and attractions, transportation, infrastructure, accommodation, food and beverage businesses around tourist objects, and various other supporting services such as travel agencies, guide services, and the need for Internet access. Whereas in the context of supporting the implementation of tourism, several important things need to be considered by a region/region, namely: 1) maintaining sustainability and surrounding culture; 2) maintaining the sustainability of tourism business activities, 3) maintaining the interest of tourists; and 4) sustainable tourism.

According to the author's team's view, a good tourism sector must be able to apply sustainable and environmentally friendly concepts to minimize the negative impacts of tourism. One form of sustainable tourism is ecotourism. Ecotourism is not a type of tourism that is merely a waste of money or glamor tourism, but a type of tourism that can increase knowledge, broaden horizons, learn something from nature, local ethnic socio-culture. Yoeti, Oka A (2014) explained that in ecotourism four elements are considered important, namely the element of concern for environmental conservation, the pro-active element, the involvement of the local population, and the element of education. Tourists who come do not come solely to enjoy the natural surroundings but also learn as an increase in knowledge. Therefore, the limitation on ecotourism is tourism that is environmentally sound and its development always considers the balance of values.

Triyuniarthi, A. C. (2011) also emphasized that the importance of sustainable development has become a global issue as a reflection of public awareness of nature

conservation, sustainability, and economic growth. On the other hand, marine ecotourism is also a form of reaction to the sustainability of the management and utilization of resources simultaneously in coastal areas. The application of the concept of marine ecotourism in the coastal area is an environmental utilization program with a double advantage, namely in addition to obtaining economic value, it also gains significant benefits from the sustainability of the natural ecosystem. In other words, marine ecotourism is a form of tourism concept that aims to achieve a more sustainable relationship between nature, economy, socio-culture and provide education on every tourism product offered.

This interest in the concept of ecotourism which pays attention to natural, cultural, and sustainable factors is the basis for the author's team to see the extent to which ecotourism is applied in an area/region. Objects and tourist attractions in an area are expected to bring benefits, especially for the surrounding community in generating new jobs. With the existence of new job opportunities, it is hoped that there will be an increase in the welfare of people's lives. But in fact, there are not only positive impacts obtained by the existence of tourist objects and attractions but also many negative impacts. In an observational study conducted by the author in Botubarani Village, Kabila Bone District, Bone Bolango Regency, there is Whale Shark Tourism which in recent years has attracted local, national, and foreign tourists because it is quite rare Whale sharks can only have a habitat of 5-10 meters from the beach. However, due to the behavior of the community environment and the minimal level of knowledge from tourists, this ecotourism area in Botubarani Village has its ups and downs. The behavior of littering, the behavior of destroying natural resources and the environment so that natural disasters such as landslides and flash floods arise, there is behavior that deviates from universal norms and values and various other problems are phenomena found in Botubarani Village.

Ecotourism problems in the village of Botubarani were discussed by a team of writers using the Customer validation technique. The results of interviews with tourists

and customers will then provide an overview of the solutions that must be carried out by our team later through product validation techniques. Products that have been validated will then be realized through a prototyping procedure which will later be distributed to residents in the form of training and also enrichment of concepts through open discussions. Because this project is based on human centricity, all solutions and problems are obtained through observation and user validation. With these procedures and techniques, we are expected to provide the best solution for validated problems to realize sustainable and sustainable ecotourism with an eco-green concept.

In the journal Arida research results (2017), there are five characteristics in ecotourism activities, including 1) Nature-based, where ecotourism becomes a part or whole of nature which includes elements of resources where biodiversity and its ecosystem are the main focus and are a value. top selling; 2) Ecologically sustainable, namely ecotourism must be ecologically sustainable, which means that all environmental functions, including the biological environment, social environment, and physical environment, go hand in hand so that changes resulting from development cannot interfere or even damage ecological functions; 3) Environmentally educative, namely ecotourism carried out through positive activities towards the environment which are expected to be able to influence the behavior of the community and tourist guests to care about conservation to help preserve the environment in the long term; 4) Beneficial for the local community, namely involving the local community either directly or indirectly. as well as providing being able to provide for the needs of tourists such as accommodation and transportation so that they can add insight to environmental conservation; 5) Tourist satisfaction, namely the ability of tourists in this case related to natural phenomena and local culture that can be utilized from ecotourism activities to increase public awareness of nature conservation and local culture.

The writing team comes from academics, lecturers, and also students who are members of the Independent Campus Certified Independent Study program which is

out-of-class learning designed and specially made by the Ministry of Education and Culture based on real challenges faced by the community. The head of the writing team was assisted by several fellow students from various campuses in Indonesia who for four months served in Botubarani Village with the main mission of empowering community groups around the Whale Shark tourist attraction. The team focuses on waste management training, eco mindset, and the development of tour packages for the community.

Output

The focus of this activity consists of two main projects, namely, ecotourism development as well as solving local problems, where this activity is carried out by a research team and focuses on solving problems that exist in each focus location through the ideas and ideas contained of course a sustainable program with the Design method. thinking. The end result of this program is community empowerment as a support for Educational Tourism, strengthening digitalization through websites as well as tour packages.

Implementation Method

The method used is a collaboration between the team and partner groups in implementing the agreed program. The implemented methods include Development of Information Systems, Data Dashboards, Business Governance, Sustainability awareness for the surrounding community, Execute the Online Marketing for the local producers, Identify and develop products with the local people, Hospitality training, Digital literacy for SME & Society, Waste management, Biodiversity mapping & Protection Program, Develop new entrepreneurs from local champions, and Community development.

From the implementation of the program that has been agreed with the partners, it aims to provide the best solutions to ecotourism problems using the Design of Thinking (DT) method that prioritizes Human Centuries in designing each solution. The steps in DT are divided into Discover, Define, Design, Develop, and Deliver.

Results and Discussion

1. Description of Independent Study Location of Merdeka Campus in Botubarani Village, Kabila Bone District

Administratively, Botubarani Village is located in Kabila Bone District, Bone Bolango Regency, Gorontalo Province. Located about 13 km from the center of Gorontalo City with a travel time of 30-40 minutes by road. Its location which is quite close to the city center makes this tourist spot always visited by tourists. The presence of the whale shark or the Latin name Rhincodon Typus is the main attraction. However, fishermen cannot predict when the whale shark will be on the Botubarani beach. Therefore, many tourists must be disappointed because they did not meet the Whale Shark.

The writing team collaborated with "Amati Indonesia" which is a non-governmental organization engaged in tourism with a sustainable eco-green approach. Amati Indonesia has a performance domain in youth development social enterprises using a Project-Based Learning (PBL) system that continues to develop, to solve real problems that exist in society, to support a more sustainable life in the future.
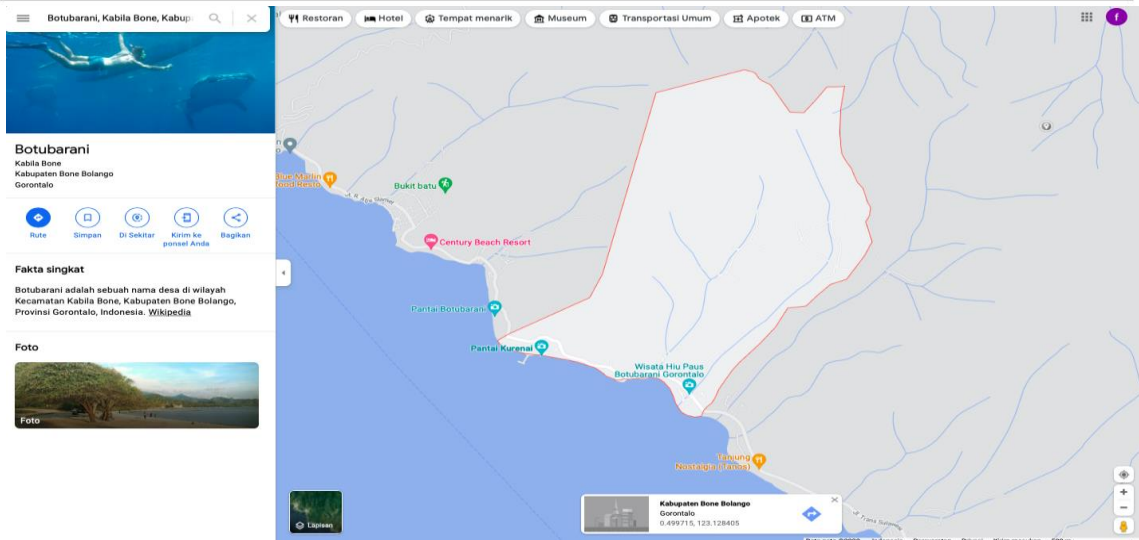
Figure 1: Botubarani Village Area Map

2. Results of the Sustainable Ecotourism Project Implementation Process

As the center of the fishing industry as well as marine tourism, which is located in the Kabila Bone District, Bone Bolango Regency, Gorontalo Province, Botubarani Village has such great natural potential. This area has a strategic position, which is located in the waters of the Gulf of Tomini and is traversed by the Southern Cross-National Road which connects Gorontalo Province and North Sulawesi Province. However, in addition to abundant natural resources, public awareness of the environment is still low, at least as much as 80% of the village community does not sort waste, and almost all waste processing is carried out through the burning process as well as accumulation on the beach 67.2% of which is a plastic-type waste. In addition to these problems, the strengthening of literacy is also lacking in the narrative of each tourism management, so it is difficult for tourists to find information. Based on these problems, of course, it is very necessary to solve problems to increase public awareness in a sustainable manner in waste management and improve tourism management that can support activities both for economic sustainability, the environment, and supporting tourism activities themselves.

The team activity begins with problem validation using the observation method to find out the top problems in the placement location. After we know the top problem, we will carry out secondary validation for the proposed solution using the product validation method. All validations are based on the opinions of customers and tourists as well as local communities to be able to find out the effectiveness and enthusiasm in proposing these solutions. Based on the results of initial observations, our team found a variety of problems with three different domains, among others, the lack of tourist information for tourists, the sustainability of public awareness that is still not perfect, and lack of waste management. Based on this domain, we develop solutions that are related to the manufacture of waste management products and digitalization which is expected to overcome existing problems. With the existing problems, our Anoa team carried out several programs including conducting training and processing waste management products to the surrounding community.

The results of the program achievements that we have implemented for the placement locations regarding ecotourism development and solving local problems have a positive impact on the community, but we realize that revolutionary change is quite difficult to realize. However, we hope that the implementation of our program will open the way for change to improve which has an impact on the community in a sustainable manner by changing the way of thinking and the community's perspective on problems and potentials that exist in the village. The enthusiasm of the village community through the introduction and training of our team creates new prospects for the village in sustainable ecotourism development.

The results of the prototype through customer validation and product validation show that the lack of community empowerment, the lack of availability of waste disposal facilities, and the management and awareness of waste that is still minimal are the main points in the problems faced by rural communities regarding waste. Solving problems regarding waste through sorting and managing waste shelters, the results can be seen

through the data we collected that before waste sorting was held, it showed that previously 13% of village communities did waste sorting and burning from a total of 443 household heads and now it has increased to 24% of people doing waste sorting. waste sorting. From this data, with the implementation of our program, we can educate the public to sort out waste whose impact will affect the environment for the development of ecotourism in Botubarani Village. In addition, enrichment of sustainable lifestyles with the practice of making organic soap from household product waste and processing products from plastic waste and the creation of an information room can be turned into village-based tourism which will be integrated with the form of tour packages which will have an impact on increasing the economy.

2.1. Discussion on the Implementation Process of Sustainable Ecotourism Project Activities

1) Product Digitization

The digitization carried out by our team is by creating a website that focuses on Whale Shark tourism in Botubarani Village. Digitization is carried out to help realize a digital village as well as become a means of communicating information to the community, both the Botubarani Village community and outsiders who want to know more about Botubarani Village already made.
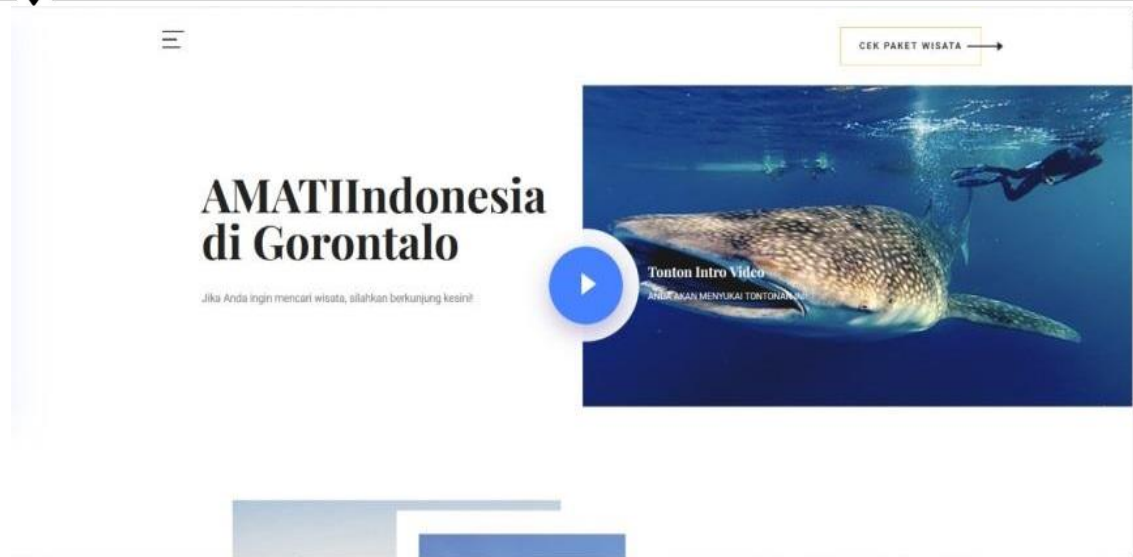
Figure 2. The PKM Team website that focuses on Whale Shark tourism

2) Creation of Information Room & Art Gallery

The creation of an Information Room & Art Gallery centered in Botubarani Village is one of the Anoa team's programs offered as part of the information media in the village. The Information Room & Art Gallery is expected to be able to support waste education tourism as well as what we offer and also support it as a non-formal learning medium for the surrounding community and outsiders.

Figure 3. Waste Sorting Products

3) Trial Tour Packages (Mini A-Tour)

Mini A-Tour is our work program which aims as a trial tour package that we offer. This mini-tour that visited the 5 best destinations in Kabila Bone District, included tourists participating in the Independent Study of Gorontalo placement. This 1 day 1-night package offers the best experience of snorkeling in one of the best marine tourism in Indonesia, Olele Village, Seeing and interacting with whale sharks in Botubarani Village, training on processing plastic waste into high-value items at the Garbage Shelter, and non-formal educational tours in the Information & Art Gallery Room of Botubarani Village

4) Sustainability Awareness for the Surrounding Community

In this profile, the PKM team focuses its activities on increasing public awareness about the importance of environmental care and awareness in managing waste to become an efficient product. One of the collaborative activities of the Anoa team in increasing public awareness is the Beach Clean Up program and the One Step One Garbage

program. As well as the socialization of waste in elementary schools in the village of Botubarani.

Figure 4. Waste Sorting Products at Whale Shark Tourism Sites

Conclusion

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3. Head and Staff of Botubarani Village

4. Botobarani Village Tourism Awareness Group

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6. All Divers Clean Action staff in the Gorontalo area

7. All Staff of the Lestari Regency Meeting Circle

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   2) Christy Anastasya Sipahutar, student of President University's International Relations study program;

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   4) Desi Putri Romadhoni, a student of the Sociology study program at Sebelas Maret University;

   5) and Mohamad Haikal K. Djafar, a student of the Biology study program at the State University of Gorontalo.

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