Ecotourism Development:
Educational Media of Environmental Care

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Abstract: One of appropriate tourism management models to be implemented while maintaining the sustainability and the beauty of the nature is sustainable tourism activities that have low impact on the environment, otherwise known as ecotourism. With the concept of ecotourism, which combines tourism with nature conservation, is believed to develop the rest of the environmental potential. Developing the natural ecotourism with alignments principles on nature and will be very beneficial to humans. Its usefulness is not only availability of a healthy environment and climate, maintaining flora and fauna that increasingly rare, but also can be a direct lecturing media, both formal and informal levels. Availability of valuable educational ecotourism area has to be monitored seriously so that the chain of intergenerational education of nature is not interrupted. Through ecotourism promoting the values of education, future generations will be more familiar with nature as an integral part of life.

Keywords: Ecotourism, educational media, environment

A. INTRODUCTION

The development of ecotourism is the educational media of people to concern on the environment. The concern is stepping from the structuring of the environment, so that the visitors are able to see directly the beauty of the flora and fauna, the relationship between man and nature, as well as God's Creation. Tourism and quality of life is very dependent on the environment; it takes an integrated environmental management model,

professional, the ability to understand and accommodate the diverse interests that include administrative aspects, archaeological, cultural, environmental, economic, and social aspects. It takes a model of management of which is expected to reflect the environmental insight and follow the principles of balance and preservation, thus improving the quality of human relationships, the quality of life of local communities, without expaling the environment. Management model is closely related to the

conservation principles managed in a systematic, controlled, integrated, unified, and sustainably based on the plan with attention and accommodate the interest groups that justiced and solidarity in order to provide an optimal economic benefits to the local people, especially without demaging environmental, ecological, and social problems.

Environmental management is an integrated effort to preserve environmental functions that include discretion in terms of the structuring, utilization, development, maintenance, restoration, monitoring, and control of the environment. Management efforts are to be comprehensive and terintegratif in establishing a harmonious relationship between humans and the environment. Environmental management is a sustainably process started with inventory of data, potential issues and opportunities as well as constrains to be faced in the future which were formulated in the analysis phase and strategy arranged to manage the region. Regional structuring is the process of building and planning the land use, as well as controlling the environment. Structuring the region is often associated with functional aspects, efficiency and aesthetics, so that the opinion of raised structuring region is closely related to the physical structuring. In fact, the region structuring is not only related to physical aspects, but also with other aspects such as economic, social and political. These aspects need to be considered in view of the structuring of a region including humans and their activities. Humans as social beings can not stand alone, but always interacts with its environment (Sriwidiyoko, 2000).

Man, as a living being in its activity always interact with the environment. Humans affect their environment, and otherwise human is influenced by the environment (Sukmana, 2003). According to Soemarwoto (1997), humans can not stand alone in the outside of their environment. Therefore, we discuss humans as well as the environment. Humans without interacting with their environment will not be able to sustain life.

Based on the opinion of Woodworth (in Gerungan, 1987; Sardjoe, 1994), the relationship between the individual and the environment can be categorized into four types, namely: (1) individual may conflict with the environment; (2) individuals can use the environment; (3) individuals can participate with its environment; and (4) individuals can be adjusted to the environment.

According to Walgito (1994), the relationship between the individual and environment, especially the social environment does not only take place in a direction in term of environtment influence on individuals, but also the individual and the environment are mutually reciprocal relationships, namely the environment affects the individual, and otherwise individuals also have an influence on the environment. Walgito also explained that the pattern of relationships or the individual attitudes towards the environment can be categorized into three forms, namely: (1) Individuals refusing environment; if the individual is not in accordance with the environment. In such circumstances, an individual can give form (changes) on the environment in accordance with individuals expected. (2) Individuals receiving environment; ifthe environment are appropriate to individual. Thus the individual will receivethe environment. (3) Individuals being neutral or status quo; if the individual is not in accordance with the environment, but individual did not change the environment. In such circumstances, the individual is passive to the environment.

Furthermore, Soekanto (1986) states that a relationship models of organisms in the environment, whether consciously or not, can be classified into: (1) The relationship of symbiosis, the reciprocal relationship between living organisms of different species. Thype of a symbiosis relationship such as: Parasistisme is one party benefit while the other harmed, komensalisme is one party benefit while others are not harmed, and Mutualismeis mutually beneficial relationship. (2) Social relationships are reciprocal relationships between living organisms pethe same species. Its type such as:

competition and cooperation. In view of the relationship between humans and the environment, it seems necessary to develop a concept of environmental engineering as the base of human awareness of the environment and the establishment of behavior (behavior modification) human being environmentally friendly.

The environment according to law No. 32 year 2009 (Revised) on Environmental Management, is unity of space, power, circumstance, and living things, including humans, and behavior that affect the sustainably of human lives and welfare as well as other living creatures. While the definition of environmental management is an integrated effort to preserve environmental functions which include planning policy, exploitation, development, maintenance, restoration, monitoring, and control of the environment. Furthermore, the definition of environment conservation is a series of efforts to maintain the sustainably of the carrying capacity and environmental carrying capacity. Environmental support, the ability of the environment to support humans and other living creatures (Sukmana, 2003).

In general, the environment can be divided into two types of environment (Sukmana, 2003), the physical environment and non-physical environment (social). The physical environment is the environment in the form of nature, where different environment will give different effect to the individual. The physical environment can be divided into natural and artificial. While the social environment is the environmental of society in a particular community where individual and society are interact. Social environment will provide considerable influence on human behavior.

According to Walgito (1994), the social environment can be divided into: (a) primary social environment, and (b) secondary social environment. The primary

social environment, namely the social environment where there is a close relationship between individuals, an individual is knowing each other. The primary influence of the social environment will be more profound when compared to the influence of the social environment is secondary. While the secondary social environment, namely the social environment in which the individual's relationship rather loosely, less familiar one to another individual. However, the influence of the social environment, either primary or secondary are enormous to the individual as a member of society.

In line with the concept above, Soekanto (1986) state that if we discuss about the environment, it means discuss anything around humans, both as individuals and in social life. The living environment is usually divided into categories, namely: (1) physical environment, all the inanimate objects that surround man; (2) a biological environment, everything around humans in the form of a living organism and (3) social environment, which consists of those individuals and groups who are around humans.

Related to the conception of the social environment, Purba (2002) states that humans require a harmonious social environment for survival. Harmonious social environment is not only required by an individual, but also by all people in the society. To achieve a harmonious social environment is necessary collective cooperation among members. Cooperation was intended to create and implement rules agreed by the citizens as a control mechanism of social behavior. Those rules, often manifested in the form of institutions or social norms to be followed by each member of the group (legal norms). Furthermore, Purba (2002), formulated the concept of social environmental management as an effort or a series of actions for the planning, implementation,

control or supervision, and evaluation of the communicative with considering: (a) social security (carrying capacity and the capacity of local); (b) the condition of the ecosystem; (c) spatial; (d) the local social quality (quality objective and subjective); (e) social resources (potential) and limitations (restrictions) that is both social (visible in the form of institutions, knowledge of the environment and environmental ethics); (f) conformity with the principles, objectives and goals of environmental management.

According to Soetaryono (in Purba, 2002), schematically interactive components of environment can be described in three aspects, namely: the aspect of nature (natural aspect), social aspects (social aspect), and aspects of the target (man-made/build aspect). However, in practice each category can not simply be assessed partially, because three of them is an integral unity called ecosystem. Sarwono (1995), state that there are two types of environment in the relationship between humans and the physical condition of the environment. The first type is an environment that is familiar with the man. For humans, a familiar environment provides greater opportunity to achieve a condition of homeostasis (balance). Thus this environment tends to be maintained. The second type is still unfamiliar environment, where the man was forced to make the process of adjustment. According to Gerungan (1996), the form of alloplastis adjustment, that is, when individuals adjust their self in order to fit the environment, and the adjustment of autaplastis where individuals change the environment to fit the situation (desire) himself. While Keraf (2001), states that there are 9 principles of environmental ethics which include: Respect for nature, reponsibility for nature, cosmic solidarity, caring for nature, no harm, living in harmony with nature, justice, democracy, and integrity.

The purpose of the circle is economic sustainability, environmental and social

depicted as circles overlap in part with sustainability (sustainability) as a condition in its midst.

a. Economic Aspects

Sustainable development is closely related to economic growth and how to find a way to advance the economy in the long term and can improve the welfare of the present generation without compromising the ability of nature, society and the economy to raise the welfare of future generations. So, if the current generation can be developed, then the society can prosper. So then there is the economic flow that runs continuously, without reducing the level of welfare from generation to generation. Aspects that consist of economic such as : maximizing human welfare, ensuring efficiency in the use of natural resources, and creating a business climate.

b. Social Aspects

Social aspects are influenced by man as a supporter of the community in terms of interaction, interrelation and interdependance. Main concern in the social aspect is the stability of the population, fulfillment of basic human needs, defense of cultural diversity and local people participation in decision-making.

The social aspect is meant: ensuring proper distribution of the costs and benefits of development in all aspects of life; appreciate and increase attention to human rights, including freedom of the people and the political, economic and security culture. While aspects of government consists of: support representatives by increasing public participation in decision making; encourage efforts by providing incentives, policies and systems support; increase transparency in decision making and accuracy of information; and increase accountability.

c. Environmental Aspects

Ecological aspect is an aspect that may have lots of attenion when sustainable designs are discussed. This is because the aspect is directly related to natural factors in the earth. So

that the degradation of the environment are obviously looks and feels. Environmental aspects may include: minimizing litter and environmental damage, increase the responsibility and concern for the environment and natural resources, and protect critical natural capital / important.

The development of tourism products and tourist activity in a region consist of: (1) the attractions that have high sales value are develop namely natural attractions, heritage, culture and artificial objects, (2) infrastructure (facilities, utilities) built in accordance with the local culture and tradition as well as integrated with the environment, (3) local institutions strengthened and given a greater role, (4) human resources is what determines the success of tourism in accordance with the target, (5) the economic aspect is developed social economy. Regional income intended to maintain or conserve the region and improve the welfare of local communities, (6) Environmental tourism area needs to be studied for feasibility, especially the impact of positive and negative impacts that will arise. Environmental impact assessment is an instrument to assess the environmental impact and how to handle it.

Ecotourism is an industry that sustainability largely determined by the good and the bad environment. Without a good environment, ecotourism may not be able to develop. Therefore, the development of ecotourism should reveal the maintenance of environments quality, because in the ecotourism industry, the environment is actually promoted. Ecotourism development policies are associated with environmental management efforts as one of the critical need for servicing tourists. Ecotourism development and management of the environment are like two sides of a coin, it is a complementary and can be an attraction and charm for tourists.

Ecotourism was originally classified into green industry. According to (Ceballos-Lascurain 1996), ecotourism is travel and visitation that is responsible for the environment to natural areas to enjoy and be aware of the nature including the properties of the culture

now and then, implementing environmental conservation, low impact and enable the involvement of local communities in positive activities of socio-economic. Ecotourism development is part of the economic development of a region. Economic development can not be separated from the utilization and management of the existing potential in order to achieve the welfare of the community. Ecotourism development can not be separated from the management area of physical and non-physical. But with tourism development that focuses on economic interests without concern to the environment and to the potential of carrying capacity and environmental capacity that lead to the decline of quality of the environment. The environment of ecotourism objects is damaged by the volume of visitors and the pressure to the environment.

Conceptually, ecotourism can be defined as a concept of sustainable tourism development that aims are to support the efforts of preservation of the environment (natural and cultural) and increase public participation in the management, thus providing economic benefits to local communities. While in terms of management, ecotourism can be defined as the implementation of responsible tourism activities in place or area that is based on the rules of nature and sustainable economy that supports the efforts of environmental preservation (natural and cultural), so as to improve the welfare of local communities. The principle in the development of ecotourism, such as: (a) Concern, responsible and commitment to the preservation of the natural and cultural environment, as well as implementing rules of responsible business and sustainable economy. (b) Development should follow rules on the basis of the principles of ecological and community consensus. (c) Providing benefits to local communities. (d) Susceptible and respect the social values of cultural or religious traditions of local communities. (e) Notice the agreements, regulations, legislation both nationally and internationally.

In the planning stage of ecotourism, the criteria to be considered include:

a. Ecotourism development plan should be based on area management. Area management plan is a written guide of habitat management, activities, region designation, organizing and monitoring in order to ensure the preservation of the region. Ecotourism development one of the activities that are allowed in the area of national parks and nature parks, thus must be in accordance with the management plan area.

b. Notice the ecological conditions/environment, such as: (1) baseline physical, chemical, biological and region that will develop become a tourism object. (2) The behavior of animals; ecotourism that will be developed will not change the behavior of animals. (3) Planning of facilities and infrastructure should be planned with local natural settings and do not cut the track of animals / wildlife pathways.

c. Notice the attractiveness, uniqueness of nature and the prospects of attraction marketing. Product packaging and the selection of objects that are characteristic and attractiveness of a region tourism development should be well planned and varied. Conduct analysis of potential and barriers include the analysis of natural resource potential and uniqueness, business analysis, environmental impact assessment, economic analysis (cost and benefit), social analysis and analysis of space utilization.

d. Notice the social, cultural and economic condition. Things to consider include: (1) Ecotourism activities should be able to empower the surrounding community. (2) Notice social baseline, cultural and economic of the area that will be developed into an object. (3) Create jobs as large as possible for the surrounding community. (4) Stimulate /memotivator economic growth in the surrounding community.

e. Spatial. What have to be considered, such as: (1) Quality of environmental capacity through the goal area mapping system (zoning). (2) local area development planning; eco-tourism will be developed to be integrated with the development of the local area.

f. Develop Action Plan / unintegrated action plan on the basis of the analysis that has been done.

g. Public Hearing / Public Consultation on the plans to be developed

Ecotourism pattern based Community is the pattern of tourism development that supports and allows the full involvement of local communities in the planning, implementation, and management of ecotourism businesses and all profits earned. Community based ecotourism is a business that emphasizes ecotourism active role of local communities. It is based on the fact that people have the knowledge of nature and culture that become potential and sale value of tourism attraction, so that community involvement is a must. Community based ecotourism pattern recognizing the right of local communities to manage tourism activities in the area they have traditionally or as a manager. Communitybased ecotourism can create employment opportunities for local communities, and reduce poverty. Ecotourism income from tourism services, such as: the fee of guide, transport, homestay, selling crafts, and others. Some key aspects of community based ecotourism are:

a. Community form a committee or agency for the management of ecotourism

activities in the region. With the support of government and community organizations (the value of public participation and education).

b. The principle of local ownership (management and ownership) by the local people) is applied as far as possible to the facilities and infrastructure of ecotourism, ecotourism, and others (the value of public participation).

c. Homestay become the primary choice for accommodation facilities at tourist locations (economic value, and education).

d. Guides are local people (the value of public participation).

e. Pioneering, management and maintenance of tourism object is the responsibility of the local people, including the determination of costs (fees) for tourists (economic value and tourism).

With the pattern of communitybased ecotourism does not mean that people run their own ecotourism businesses. Even community based ecotourism is the conceptual basis will bring a positive impact to the environment and indigenous cultures, which in turn is expected to be able to foster a sense of identity and pride among the local population that is growing due to an increase in ecotourism activities. The level of implementation of ecotourism should be viewed as part of an integrated development planning is done in a region. Therefore, the involvement of stakeholders ranging from community level, community, government, business and non governmental organizations are expected to build a network and run a good partnership appropriate role and each expertise.

Ecotourism is a tourism that closely with conservation principles. Even in the tourism development strategy also use conservation strategies. Thus ecotourism

extremely precise and efficient in maintaining the integrity and authenticity of the ecosystem in the natural area. Even with ecotourism nature conservation can be improved because of the pressure and demands of the eco-traveler. Since the 1970s, conservation organizations began to concern ecotourism as an economic alternative because it does not damage the conservation-based nature or not "extractive" with a negative impact on the environment such as logging and mining. Ecotourism is also considered a type of business that is economically and environmentally sustainable for the people living in and around protected areas. Ecotourism in order to remain sustainable, it is necessary to create conditions that allow where people are empowered to take decisions in the management of ecotourism enterprises, regulate the flow and the number of tourists, as well as developing ecotourism society according to the vision and expectations for the future. Ecotourism are appreciated and developed as a business program that can be a conservation strategy and create economic alternatives for the community. With ecotourism patterns, people can take advantage the intact of natural beauty, culture and local history without damaging or sell its contents.

Among the principles of community-based ecotourism development and conservation are:

a. Ecotourism sustainability of the Economics, Social and Environmental (conservation principles and public participation).

Ecotourism that developed in conservation areas is the "green and fair" ecotourism for the benefit of sustainable development and conservation, which is a business activity that aims to provide sustainable economic alternatives for communities in conservation areas, to share the benefits of conservation efforts

properly (especially for people who land and natural resources are in conservation areas), and contribute to conservation by increasing awareness and support for the protection of the landscape that has a biological value, ecological and historical value.

b. *Institutional development of local people and partnerships (Principle of public participation).*

Organizational and institutional aspects of the community in the management of ecotourism become one of the key issues the importance of professional support in strengthening local organizations continuosly to encourage independent business and create a fair partnership in the development of ecotourism. The examples in the field showed that ecotourism can be developed at the local level through agreements and cooperation between tour operators and community organizations. The role of civil society organizations is very important, because people are stakeholder who benefit directly from the development and management of ecotourism. therefore, coordination among stakeholders need attention. One of sample model of ecotourism management organization involving all stakeholders including, communities, local government, UPT, and the private sector, is "Rinjani Trek Management Board."

c. Community based economy (Principles of public participation).

Homestay is accommodation system that is often used in ecotourism. Homestay can include various types of accommodation from simple lodging which is managed directly by the family to stay at a local family's home. With homestay system, homeowners can feel the direct economic benefits of tourist arrivals, and the distribution of benefits in society more secure. Homestay system has a high value as an ecotourism product in which a tourist get a chance to learn about nature, culture and daily life in these locations directly. Tourists and host knowing and learn from each other. With the interaction of both sides are able to raise tolerance and better understanding.Homestay system in accordance with the tradition of hospitality of the Malays.

In ecotourism, guides are local people who have knowledge and experience of the local nature environment and an important asset in the services provided to tourists. Likewise, a local guide will feel the direct economic benefits of ecotourism. Besides being a manager, he will also preserve nature and tourism.

Ecotourism provides an opportunity to introduce tourists about the importance of environmental protection and respect the local culture. Therefore, the information center becomes important as a center of activity with the goal of increasing the value of a tourist experience to obtain full information about tourist sites, both in terms of history, nature, art, crafts and other cultural products.

d. Development and implementation of site plans and framework of ecotourism management (the principle of conservation and tourism).

In planning of ecotourism area, carrying capacity for the preservation of the environment need to be considered before ecotourism development raise negative impact on nature and local culture. Aspect of carrying capacity that needs to be considered are: the number of tourist / year; the length of tourist visits; how often the location of the "vulnerable" ecologically can be visited; etc. Zoning and regulation is one approach that will help maintain the value of conservation and sustainability of ecotourism.

For the achievement of development and integrative ecotourism coaching, it takes several approaches such as;tourists are required to not only have environmental awareness and high social culture sensitivity, but they have to do tourism activities through empathy for nature conservation. Detailed analysis of the parties who interested in the preservation and conservation of the environment needs to be implemented to identify the stakeholder and use the environment as a part of his life.

Tourists lifestyle paradigm shift as above, would be very important to be observed that in the development and ecotourism fostering in cities and districts not only create tourism development policy, but has a holistic approach to planning by applying the balance of micro relationships (human) and macro (nature) to prevent injustice, error and destruction of nature and culture. The sustainable approach, reminded the relevant actors nature of ecotourism development to sustainably control themselves (self control), consider the maximum benefit for the environment and conserve natural and cultural balance that in turn thoroughly at local, regional, national and international , including indigenous peoples.

a. Participation and empowerment approach

Participation approach and empowerment of the local people tourism development, should be able to create a model of community participation. Participation of local people involved the preparation of the planning from the beginning, where people can submit ideas forparticipatory planning, and different expectations in travel. This condition causes the conventional tour packages becoming obsolete and the growing demand for a new form of travel of a higher quality and rely on the environment as objects and data tourist attraction visited. They have altered vision, especially respect for the environment and cultural differences. Traveler lifestyle paradigm shift as above, would be very important to be observed that in the development and ecotourism development in cities and districts not onlycreate tourism development policy, but a holistic approach to planning by applying the

balance of micro-relationships (human) and macro (nature) to prevent injustice, error and destruction of nature and culture. The sustainable approach, reminded the relevant actors nature ecotourism development to continuously control themselves (self control), consider the maximum benefit for the environment and conserve natural and cultural balance that in turn thoroughly at local, regional, national and international , including indigenous peoples.

b. Participation and empowerment approach

Participation approach and empowerment of the local people tourism development, should be able to produce a model of community participation. Participation of local people involved in the preparation of the planning from the beginning, where the public can submit ideas that can give the sense of participatory planning, and encourage them to develop a pure idea without control and direction controlled from interested parties. Some elements are able to push the idea is economic, conservation, social, political, environmental regulation, empowerment and reclamation of damaged environment, empowerment of local arts and culture, etc.

c. Public sector approach

The role of the public sector is very important in the arrangement of the authority to develop policies and controls the benefits of natural resources and the environment, in which the government has the authority in determining policy related to the program and the financing of environmental development and tourism sectors that have a mechanism of cooperation either vertically or horizontally and structural, the government has adequate access with funders, such as banks, investors and donors in the country and abroad.

d. Infrastructure development approach

Provision of basic infrastructure is an important activity to strengthen the development of ecotourism. Roads, bridges, water supply, telecommunication networks, electrical and control systems and maintenance of the

environment, the physical elements are built in a way to avoid damaging the environment or eliminate the realm of beauty on the location of ecotourism. High technology should be able to avoid environmental and views damage to opposing of the surrounding configuration natural.

e. Ecotourism impact of Control approach

The development of ecotourism impact on the utilization of available resources such as area used, the amount of energy being consumed, number of sanitation, noise and air pollution, the pressure on the flora and fauna as well as environmental imbalances associated with it, it is necessary to formulate the development of tourism businesses by parties that monitor the tourism environment supported by experts in the field, given the form of environmental impact varies greatly from one business to other businesses.

f. Ecotourism Zoning approach

Zoning laying facilities are distinguished into three zones namely core zone, buffer zone, services zone and development zone. (1) Core Zone: is the mainly enticement of ecotourism. (2) Buffer Zone: is the power of attraction of ecotourism retained as the traits and characteristics of ecotourism that base environmental to be avoided from the construction and development of other elements of technology that will undermine and degrade the carrying capacity of the environment and not commensurate with ecotourism. (3) Zone Services: is areas that can be developed various tourist facilities required, commensurate with the needs of ecotourism. (4) Development Zone: is the area which serves as a location for the cultivation and study the development of ecotourism.

g. Ecotourism management approach

For professionally controlled ecotourism management needs management of ecotourism area based on the aspects of Human Resources (man), such as finance (money), the material aspect, the aspect of management / establishment (method) and market aspects

(market). The fifth of these elements can be organized in the form of a business corporation, Limited Liability Company (PT), Cooperative and Individual or Corporate Management.

h. Ecotourism area planning approach

Ecotourism area planning is intended to answer the questions of these elements into a supporting capacity planning and fostering the development of ecotourism, include: Is there a potential for ecotourism and adequate to be developed; Is the ecotourism potential able to support the development of sustainable tourism; Is there a market segment for ecotourism; Do you think the calculation is higher than the amount of investment losses obtained and if the local people can participate in the preparation of planning. Some of these questions can be developed in accordance with planning requirements.

i. Ecotourismeducational approach

Ecotourism provides a media to raise awareness of the importance of conservation and environmental knowledge, both domestic and foreign tourists. Ecotourism should ensure that tourists can donate funds for maintenance, biodiversity found in protected areas as one of the educational process nurturing environment. Ecotourism educational approach must begin from the base, and starting children were at the level of kindergarten, elementary school and progressed to a higher level, and therefore required practicing moduleto teach either through formal education as well as specialized training.

j. Marketing approach

Ecotourism marketing approach is aimed to the concept of social marketing and marketing responsible. Social marketing does not only seek to meet the tourists' satisfaction and achievement of corporate objectives (profit), but also can provide social security resources and preservation of the environment and procedures for prevention, environmental planning, promotion techniques should lead to an invitation to tourists to vacation and work in preservation of the environment and educate

tourists and the public to take part in the awareness that what they witnessed and experienced, will be destroyed and shattered when not maintained and preserved since the beginning of the utilization and repair damage to the environment.

k. Organizational approach

The basic approach of sustainable development is the preservation of natural and cultural resources. These resources are everyone's needs now and in the future who come in order to live welfare, therefore the community organizing is needed that everything that has been the policy can be addressed, discussed and sought a way to its solution within ecotourism organization responsible for the continuity of coaching ecotourism in the cities and district of the tourist destination.

In order to the development of Cameron Highland as an object of ecotourism, then there needs to be a standard of coaching.Roger A. Lanlaster (1983: 5) state the definition of the facilities standard are a number of leisure facilities with all the apparatus, which needs to be provided for the needs of the community for a wide range of leisure attractions. Therefore, ecotourism standards must meet several requirements, such as: First, the standards should be realistic and easy to use. Second, the standards should be acceptable and useful for users and decision makers. Third, it must be based on appropriate analysis is based on the latest information that can be obtained.

In standard of ecotourism coachingare described based on the approach as previously described, such as:

a. Standard environmental development of ecotourism

Government is obliged to develop and undertake the following activities: (a) Increasing public awareness of conservation of natural resources and ecosystems. (b) Increasing the knowledge and skills to improve the welfare of the community (c) Rehabilitation through integration and implementation of the program with the private sector and communities. (d) Increased productivity of the land. (e) The increase in the carrying capacity of the public land or a particular environment, which is currently in a critical condition that are abandoned. (f) Improving basic infrastructure in the surrounding area. (g) Growing and improving social institutions to participate actively in the development of conservation. (h) Develop a joint ecotourism market segment of tourism businesses. (i) Establish ecotourism location based research is an area that needs to be made more planning. (j) Arrange the policies of ecotourism development, which can be supervised under the Governor regulations, the Mayor, Regent and regional regulation.

b. Private / business tourism

Business standards of ecotourism, such as: (1) Utilization of facilities belonging to the local population, to achieve economic empowerment, through counseling and guidance in managing the hotel facilities, restaurants, transportation, and others. To achieve the standard of facilities in the business. (2) In the form of financial donations are given to community groups on each visit or stop and stay at the location ODTW-ecotourism, for activities aimed to rehabilitation of environment, rehabilitation of habitats and endangered species, the development of the maintenance of the flora and fauna as well as other activities commensurate with the coaching environment. Therefore are needed the community organization that has a pioneer spirit, honest, responsible, working selflessly, have loyalty to the applicable regulations, and have a high sense of humanity. (3) Implement a code of ethics which is responsible travelers. The code of ethics is important in order to implement and enforce the rules of the game in recognizing and respecting local customs. Travelers need to be taught to be a good guest. (4) Maintaining quality standards of service, quality of service is an important key in the competition and the level of consumer buying decisions are determined by human resources and tourism products are relied upon in ecotourism. (5) Developing the themes of ecotourism packages that are competitive and glamor that reflect the character and the image of eco travel to

individual travelers, FIT (Free Individual Traveller) and GIT (Group Independent Traveller). (6) Encouraging community income levels through the utilization of creativity, innovation society commensurate with the raw materials available in the local environment, develop village tour with activities that do not conflict with the activities of rural communities and the natural environment. (7) Avoid activities tour with the number of tourists who are not in accordance with the capacity and environmental carrying capacity of both the built environment and the natural environment (Natural Based). (8) To encourage the local people to grow and growth entrepreneurship and enables the growth of mutual understanding in the true sense between the tourists and the local people. (9) The development of human resources of the company to establish the partiality of idealism and commitment to the scientific workforce through continuous training. (10) Perform a variety of promotional activities through various promotional techniques and exhibition tourism market while basing approach to the concept of social marketing.

c. society

In spatial planning ecotourism community has the right to: (1) participate in the process of spatial planning, space utilization, and control of space utilization, (2) know the area open plan layout and detailed spatial plan ecotourism. (2) Inform the government community participation in order to provide information to the government about the problems and consequences arising from the actions planned by the government. (3) To encourage community participation in the development of ecotourism.

CONCLUSION

Creating the natural environment by promoting ecotourism principles on natural alignments will be very beneficial to humans. Usefulness is not only the availability of a healthy environment and climate, maintenance of flora and fauna are increasingly rare, but can be a direct instructional media, both formal and informal levels. Availability of valuable ecotourism area of education it is time to be taken seriously so that the chain of intergenerational education about nature is not interrupted. Through the valuable ecotourism area of education, learners will be able to obtain direct information and make the learning process is dynamic.

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