

Green Partnership Development In Marine Tourism Management¹

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I. Background

Recently, new destination of tourism have been growing up in almost countries. These is because of paradigm of tourism is changing and the changing of benefeciries for region of new developing countries. New paradigm of tourism can be seen in tourist need something new, small, varies in objects, pristine nature and traditional culture. Tourist prever to travel in the remote area, border area, and marine as well as small island. They are adventurer, need experiences comparing with enjoyable.

Small group of tourist will always make evaluation of destination area. Moreover, evaluation is useful for supporting development tourism to become special interest tourism. Traveller perception and behavior of tourist can be classified on mass tourism and special interest tourism. This new tourism will contribute to strengtheng local economic, empowering local community, conserving of culture and environmental protection

II. Policy Development in Managing Tourism

a. Global tourism perspective

In market side, total global tourist is growing rapidly. In 1999, total tourist was 663 million, growing fast reach to 890 millions and in 2020. It is predicted to reach to 1.6 billions. In the last decade tourism in North America and Europe getting stagnant, Latin America, Africa and South Asia growth slowly. But in East Asia it has been growing very fast. In 2010, international tourist in East Asia Pasific Region is in 195 millions and have been predicted to reach 397 millions in 2020, which grows about 17,5 % per year.

China, the most fantastic country in tourist market, have been reaching the international tourist, in last decade in 17 %. This country are developing in both sides, product and market. Because of its population, domestic tourist have become the domination of tourist in China. In the population number, Indonesia is in the fourth ranking after China, India, and USA. It is, therefore, Indonesian tourist has high potential for domestic tourist. It's

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indicated these aspect will have similar with China or India. But, the question is, why China can attract more tourist comparing to Indonesia?

b. Global Tourism Perspective

Marine tourism development should be done with considering what happen in global level. Marine tourism has potential, and can be developed for *Blues Ocean Strategy*. These strategy can be described into four aspects consist of; *creation* the only product (specific, scare & importance value), *company* (tourism stakeholder) has to have ability in technology leveraging and *innovate* of varies packages, product of marine tourism creating the other competitors, and last one marine ecosystem for the only be representativeness of ecotype.

III. Challenging in New Destination

- a. In developing countries, almost of the problems of tourism development is in marketing. For special interest tourism objects are enough for making tourist satisfied by protecting landscape naturally and also strengthening in culture.
- b. Managing destination should be developed by considering the thematic and substitute or synergy to other destinations.
- c. Developed strategic development from border line in remote area and developing cross border tourism. It's because tourism is borderless.
- d. Development of tourism destination should consider for only certain tourist market, for spreading out tourist in the aspect of distribution and spill over tourist.
- e. Carrying capacity should be determined in stage of planning for assurance quality of tourist, and this figure always for considering in calculation number of tourist.
- f. To invite of investment, the first priority is for local investor, and then regional, national and international that varies in term of condition.

IV. Challenging in Tourism Development

a. National destination of tourism performance

Destination tourism will develop well; it's depends on quality attraction in product side and managing of promotion as well as in tourist services. We are archipelagoes country, which have much more object of tourism in marine, coastal and terrestrial ecosystems. Cultural heritage and living culture in traditional villages are very suitable for special interest tourists. These objects of tourism can be utilized for almost all type of tourism.

In case of tourist number, it remains low and undistributed well entire country because of the lack of promotion and low quality of services. The good management of product and destination is the key of successful in attracting the foreign and domestic tourist.

There were several aspects for getting successfulness in tourism development, including:

1. Tourist satisfaction. These factors consist of excellence attraction, local atmospheric services, conserving attraction naturally as well as culturally.
2. Beneficial for all stake holder and good services.
3. Requirements criteria's of special interest tourism object must be developed considering, perishable, uniqueness, authenticity, quality, scarcity and diversity.

b. Develop strategies of marine tourism destination

According to Tourism Law No.10/2009, it has been declared in tourism planning in National level. Tourism should be determined strategic destination. This destination should have high potential of tourism attraction, level development of management, potential of socio and culture, and position in region state.

In Indonesia have been designed elevens marine Strategic Areas to be Marine Tourism Development Territory (SA.TDT) are:

- (1) SA.TDT Raja Ampat,
- (2) SA.TDT Ambon, Banda, Seram and Buru,
- (3) SA.TDT Aru, Tanimbar, Letti and Kisar,
- (4) SA.TDT Sumba, Flores, Komodo,
- (5) SA.TDT Bali, Lombok, Gili, Sumbawa,
- (6) SA.TDT Wakatobi, Selayar, Takabonerate,
- (7) SA.TDT Bunaken, Sangihe, Talaut, Miangas, Halamahera,
- (8) SA.TDT Ambalat, Sebatik, Kakaban, Derawan dan Sangalaki,
- (9) SA.TDT Batam, Bangka, Belitung, Lingga, Jemur, Natuna
- (10) SA.TDT Nias, Mentawai, Enggano islands.
- (11) SA.TDT Weh Island and surrounding.

c. Policy Changing In Management Development

In case of tourism development there were two key factors which have impact. First, key factors which influencing in management development. Second, there are growing an idea try to understand in tourism business. Key factors which influencing changing in management are:

- a. Process of globalization,
- b. Capital market and free movement of money.
- c. Technology and communication,
- d. Intellectual capital,
- e. Environmental awareness.

d. Green management.

Recently, every destination is growing depend on management of tourism management. It's different in performance from one to the others. There are six factors influencing state of the arts of tourism in certain destination. Type of management should be considered by six factors, such as: market is volatile, government is redefining has its role, new expectation of new business; customers and public are working together. Employes are acting and competition is increasing in last decade.

Managing destination should be developed partnership management. Collaboration of stakeholders must be developed. In tourism business there are two types of business motivation. The first is for profit of business and the second is for nonprofit business. In type of profit business company try to develop from highly level of profit motivation such as eco-sell, and to decrease in profit motivation such as responsible travel and association with local community, conservation group and scientist. This group of sector has low impact in local involvement but high negative impact on environment. The other sector is nonprofit business, which is done by non government organization, education and research board and conservation or preservation group.

e. Performance of Tourism Business

In the aspect of market in tourism industry, is volatile. The tourist motivation can be seen from their activities. Since tourism destination have been classified by the total numbers of tourist, it's cannot be identify of performance. Indicators destination performance can be predicted by several aspects that can be seen as follow:

- 1) Economy, condition of economy (local, regional and national) will have direct impact to number of tourist. Investment depends on national and international economical conditions.

- 2) Creativity technology can be used to develop good attraction.
- 3) Life expectancy. Travelling can be done from young until old generation. Activities of marine tourism can be classified hard activities and soft activities. Recently and in future for number of old generation become increase, because life expectancy of people becomes higher.
- 4) Next employment. Varies of competence of employ from time to time growth well.
- 5) Future Expectancy. Tourism is the sector which conserve environment. In future development of tourism will develop well.
- 6) Climate change. The effect of climate change will disturb quality of the environment. Magnitude of decreasing is not similar. Marine ecosystem will preserve good ecosystem, because of process of natural recovery.
- 7) Process of Globalization. There are phenomena of globalization are: tall will eat low, big will eat small and fast will eat slow. These phenomena will occur in tourism management.
- 8) Science. Science will develop from time to time. Science becomes to be one of type of special interest tourism, its scientific tourism.
- 9) Individual based. Tourism is need for every human. Because in future special interest tourism be executed by individual or small group travelling.
- 10) United and China. Nowadays, countries of United State and China with big population become high role in global tourism.

V. Stakeholders in Tourism Management

a. Partnership.

Tourism naturally is business which cannot be managed single-handedly. This management it's including managing marine tourism. In fact there are many industries interacting each other. Every entity depends on other entity.

In order to develop the destination, the more complicated business is usually done by industrial component. Each component of tourism industries will interact each other's and make position for synergy. In this destination, type of collaboration can be seen in producing certain product. Simple type of management which is not much element can be found in embryonic/first stage of growing destination (inconsistency).

Stakeholders which support of company (private or state) are, employees (human capital), customers (revenue, royalty), government

(regulating), community (ensure of safety, security, health, consequently market), business partner (supply add value, buy product) and stakeholders capital. Stakeholders who support tourism activities in destination can be recognized from local, regional, national and international.

Characters of partners must be considered for getting successfulness of tourism development. The advantages from each character are not same. In this table advantages of each partner can be seen.

Table 1. Management Tourism Partnership and It's Character

Partnership Option	Advantage	Disadvantage
(1)Public Partner (Government) , awareness to local community, Policy and funding)	Local awareness increase	Depends on local politic
(2)Non Profit Partner (NGO, Education/Research Board) Ability getting donation, grant, loan, recruitment philanthropist, reinvestment in area)	Taxes compulsory are not pay by customer	Exclusive, fragile in local economic and politic, weakness network
(3)Profit Partner (Corporate/company) Ability getting foundation, revenue,	Taxes will be paid by company	Conflict horizontal, suitable for good destination, Interaction with, interaction with local people, integrity to conserve ecosystem is low.

b. Privatization in Managing Destination

At moment, there is process of privatization in managing tourism in many destinations. In many cases there is high advantage in privatization. In fact private management, have many advantage comparing with state management. Advantages of privatization are:

- a. Save tax payers money,
- b. Increase of flexibility,
- c. Improve service quality,
- d. Increase efficiency and innovation,
- e. Allow policy makers steer,
- f. Improve maintenance,
- g. Stream line and down size government.

c. Option Managing Several Attraction

There are several attractions and activities in marine tourism. So, type of management can be developed for the whole area manages by

one management. Another option is partnership type of management. Management based on type of object or attraction can be described as follow:

- 1) Marine Park and or sand dune because of character is fragile, so suitable management by state.
- 2) Managing of accommodation, restaurant, fishing, and boating, snorkeling, diving, and other activities can be managed by the concept of partnership between state company, small scale Enterprises, private company and local community.
- 3) Problems of land tenure.
In case of land ownership, land belong by private can be solve by selling mechanism. The importance thing is no converted land tenure from government land to private land tenure.

d. Management Assurance Protected Area.

In marine ecosystem, the part of the attraction can be a special interest which is basically quite different for mass tourism. There is strategy for conserving attraction of tourism as well as tourism area as whole, must be utilized of six concepts. These concepts are as follow:

- 1) Limits of Acceptable Change Management (LAC). This management concern in disturbance of quality attraction.
- 2) Visitor Impact Management (VIM). Management which always considering total number of tourist should be under number of carrying capacity.
- 3) Visitor Experience and Resources Protection Management (VERPM), management which always control in provide good experience for all activities in area.
- 4) Visitor Activity Management Process (VAMP). Management which assures all activities can be done by visitor.
- 5) The Recreation Opportunity Spectrum (ROS). In the area of recreation area have been developed and allocated for certain activities. Tourist should have maximal utilization in activity.
- 6) Tourist Optimization Model (TOMM). The tourist is restricted to do activities which make disturbance deeply.

IV. Conclusion

- (1) Indonesia, have high potential of marine tourism destination. Bangka Belitung is one parts of strategic marine tourism destination.

- (2) In the development of marine tourism can be realized of several model of management.
- (3) Tourism activities in marine are varies. Its need specified management. Collaborative management or partnership can be realized by considering level of destination development.
- (4) There are several concepts to protect the area from very hard protected to lose in preservation.

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