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## ECOTOURISM DEVELOPMENT IN SUNGAI JANIAH, AGAM: THE PARADIGMS FROM THE LOCAL COMMUNITY

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### ABSTRACT

*Ecotourism pays attention to conserved ecosystems with the aim of improving the welfare of local communities. Ecotourism development might have a positive impact on the natural, economic, social and cultural environment. Sungai Janiah is one of the tourist destinations in Agam Regency which has its own attraction that has the potential to become ecotourism. To support this, full support from the local community as a tourism agent is needed later. The purpose of this study is to identify and analyze local community surveys about ecotourism in the Sungai Janiah. This type of research is a quantitative descriptive study with survey methods. The research sample of 77 respondents were taken by purposive sampling technique by distributing questionnaires to families who settled in the Sungai Janiah. The data analysis technique used is descriptive analysis using score classification. The results showed 86% of the public strongly agreed that the Sungai Janiah would become ecotourism. Furthermore, in terms of environmental dimension, 89.61% of the respondents stated strongly agree, the Economic dimension 98.70% of the respondents strongly agreed, the cultural dimension 96.10% of the respondents strongly agreed, and the Social dimension 72.73% the respondents strongly agreed. From the results of the community survey, it is generally apparent that the community strongly agrees that the concept of ecotourism is suitable to be developed in the Sungai Janiah.*

**Keywords:** *local community survey, ecotourism*

### INTRODUCTION

#### 1.1 BACKGROUND

The tourism industry is currently growing very rapidly and is becoming a new foreign exchange earner in Indonesia. This growth is seen from 2015 reaching US \$ 12.23 billion and each year there is an increase so that the government is targeting to reach US \$ 20 in 2019. This figure is the biggest to beat the export of oil and gas and oil and gas, (Kemenpar, 2019). Tourism is a system for tourists to enjoy the tourist attraction in an area. For this reason, innovation and creativity are needed to create new concepts of tourism based on their potential. One concept that can be a new innovation in tourism is ecotourism.

Ecotourism is a new tourism concept that is much in demand by tourists. Westren in Priono (2012) defines ecotourism as responsible travel to natural areas that protect the environment and improve the welfare of the local population. Ecotourism dimensions include: Environmental Dimension, economic dimension, cultural dimension and social dimension, (Aziz, 2015).

The concept of ecotourism is needed an important role from the local community (as the implementation of tourism because it meets directly with tourists. Nasikun in Dewi, (2013) argues, community-based tourism (local community) finds its rationality in property and unique features and more unique characters are organized on a small scale, this type of tourism is basically, ecologically safe, and not much cause negative impacts such as those produced by conventional types of tourism.

One area that has the potential to be applied in the ecotourism concept is Jorong Sungai Janiah. The area belongs to the Fourth Agam Regency (DUPK4) Main Destination located in Baso Subdistrict precisely in Kanagarian Tabek. The following is an illustration of the Sungai Janiah Jorong region that has the potential to become one of ecotourism.



Figure 2. Map of the Ecotourism in Sungai Janiah  
(Source: Kanagarian Tabek Panjang)

Sungai Janiah has a natural beauty, culture and customs of the people who are different from other regions. This area has 7 indigenous tribes, each of which has their own characteristics and customs that are still guarded for generations. Furthermore, there is a tourist attraction of the Sungai Janiah's Fish Pond which is relegated from humans and the hills surrounding the Sungai Janiah. Most of the people work as farmers so that there are many stretches of rice fields which become a natural beauty for the area as shown in the picture below:



Picture. 3 Landscape of Sungai Janiah (Source: Kanagarian Tabek Panjang)

This area has the potential to be developed into ecotourism, so that tourists will not only focus on existing tourist attractions. Along with its potential, it can also be a challenge in the era of globalization, especially the culture of people who can be influenced by tourists. Therefore the concept of ecotourism is expected to maintain local wisdom and make this area a tourist destination that can not only improve the economy of the community but also preserve local culture.

Based on preliminary observations and interviews with community leaders, the community was still not fully involved in the development of existing tourism. This is allegedly due to the low understanding and knowledge of the community about the contribution of tourism to the economy and culture. Tourism development is still centered on government and community organizations to a lesser extent. The community still does not care about the environment in existing tourist attractions such as the existence of the community washing in Fish Ponds that can pollute the environment. The availability of products or souvenirs for tourists is still minimal because people still do not feel directly the economic impact of existing tourist attractions.

The concept of ecotourism in Jorong Sungai Janiah allegedly can be applied by developing the potential that is owned and fixing the shortcomings of the area. This is inseparable from the important role of the local community as a tourist, therefore it is necessary to conduct a local community survey to find out the community's desire for the realization of the Sungai Janiah ecotourism that can have an economic impact on the community.

### **Research Problems:**

Based on the background and limitations of the problems that the researchers have mentioned above, the formulation of the problem of this research is:

- a. How is the Ecotourism Development in Sungai Janiah, Baso District of Agam Regency viewed from Environmental Dimension, Economic Dimension, Cultural Dimension and Social Dimension from Local Community paradigm?

## 1.2 The Research Purposes

The specific purposes of this research is to identify and analyze the opinions of local communities about the development of Ecotourism in Sungai Janiah, Baso District of Agam Regency viewed from four dimensions: enviromental dimension, economic dimension, cultural dimension, and social dimension.

## LITERATURE REVIEW

### 1. Ecotourism

Minister of Domestic Affairs Regulation No. 33/2009 concerning Guidelines for Developing Ecotourism in Regions explains Ecotourism is a nature tourism activity in the area which is responsible by taking into account elements of education, understanding, and support for efforts to conserve natural resources, as well as increasing the income of local communities. Ecotourism also pays attention to the ecosystem that is conserved and improves the welfare of local communities due to the impact of tourism (Swarbrooke, 2002). In essence, ecotourism is not only able to protect the natural environment but can provide an increase in the welfare of local communities (Coria & Calfucura, 2012).

Caballos in Priono (2012) also stated that ecotourism is, Nature or ecotourism can be defined as tourism that consist in traveling to relatively undisturbed or uncontaminated natural areas with the specific objectives of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in the areas. Satria (2009: 38) also stated, "Ecotourism is a tour to an environment that is both natural and artificial and the existing culture that is informative and participatory in order to ensure the preservation of nature and socio-culture".

Goeldner in Butcher, (2007) also explained that ecotourism is a form of travel to unspoiled areas that aims to understand the culture and natural history of its environment, maintain the integrity of ecosystems, while creating economic opportunities to make conservation and natural resources beneficial for local communities . Furthermore, there is a need for benefits to be gained by local communities, so that ecotourism must be a potential tool to improve the social behavior of the community for environmental conservation purposes (Butcher, 2007). Ecotourism is also one of the strategies to support conservation and increase the income of local communities around the destination (Jalani, 2012).

Ecotourism is a form of tourism carried out by anyone in responsible for the state of the natural area, such as natural and artificial natural and cultural adventure activities that are informative and participatory to ensure the preservation of nature, social and culture. Ecotourism does not exploit nature, but only uses nature and community services to meet the physical and psychological needs of tourists and ecotourism is not a destination for sale, but it sells philosophy so that it will not recognize market saturation (Fandeli, 2002).

### 2. Dimensions of Ecotourism

#### a. Environmental Dimension

Warpani (2007) explained that the development of ecotourism must be carried out with caution and careful management, not trapped or tempted by short-

term economic benefits, but must be guided by sustainable development. The point is that the current generation can utilize and also pay attention to the next generation by protecting its natural resources or the environment. This is related to the determination and consistency of environmental carrying capacity, waste management and reduction in the use of energy-saving raw materials, priority development of products and services based on the environment, Increasing environmental awareness with conservation needs (Damanik and Weber, 2006).

According to Priono, (2012) explains, Environmental Dimension includes:

- Paying attention to the quality of the environmental carrying capacity of the destination area, through zoning
- Awareness and appreciation of the actors towards the environment
- Utilize resources in a sustainable manner in the conduct of ecotourism activities
- Manage business in a healthy manner

#### b. Economic dimension

Sedarmayanti, (2011) stated, ecotourism activities that attract many tourists have contributed foreign exchange to the country and also have opened employment opportunities for the surrounding community. Ecotourism is also one of the development of tourism that has opportunities to overcome poverty (Baiquni, 2015). The people not only get jobs and increase in income, but also can create a new job field that supports tourism activities.

According to Priono, (2012) stated, the economic dimension in ecotourism includes:

- Open opportunities for local communities to open ecotourism businesses and become active and passive economic actors in ecotourism activities.
- Empowering communities in efforts to increase ecotourism efforts for the welfare of local communities
- Improving the skills of the local community in related fields and supporting the development of ecotourism.
- Increase community income.

#### c. Cultural dimension

Ecotourism as a tourism industry is part of a cultural industry that involves the entire community. Even though only a part of the community is involved, wider social influences such as social inequality occur. The influence of tourism on the community including changes in social processes in which there is cooperation and competition between tourism actors.

Priono, (2012) explained the Cultural dimension in ecotourism including:

- Code of ethics for tourists, managers and ecotourism businesses
- Approach, solicit suggestions and seek input from local community leaders

/ leaders at the earliest level before starting the steps in the process of ecotourism development

- Involve local people in the preparation of tourist code of ethics.

#### d. Social dimension

Social processes are reciprocal relationships between individuals, individuals and groups, and between groups, based on the potential or strengths of each. The social process is a dynamic aspect of community life where there is a process of human relations in the form of social interactions that occur in human life continuously. The formation of social interaction when social contact and social communication occur. Social processes can occur in various forms, namely, cooperation, competition, dissension / conflict, and accommodation.

## METHODOLOGY

### 3.1 Type of Research

This research was conducted with descriptive quantitative with survey method.

### 3.2. Research Respondents:

In this study the population were 329 household in Sungai Janiah, with the determination of the sample based on the type of non probability sampling used was purposive sampling. According to the opinion of Slovin (Umar, 2011: 78) at 10%. from the calculation results obtained a sample of 77 samples.

### 3.3. Technique of Collecting Data

The data analysis technique used is descriptive analysis. This is done to get a picture of the frequency distribution of data that includes maximum and minimum values, mean, median, standard deviation and the level of achievement of respondents. After that classify scores in 5 categories that aim to see the level of achievement of respondents. The classification technique is used based on Arikunto, (2010) as follows:

- a. Category of strongly agree:  $> (Mi + 1.5) Sdi$
- b. Category of agrees:  $(Mi + 0.5 Sdi) - <(Mi + 1.5 sdi)$
- c. Category of disagrees:  $(Mi - 0.5 Sdi) - <(Mi + 0.5 Sdi)$
- d. Category of disagree:  $(Mi - 1,5 Sdi) - <(Mi - 0.5 Sdi)$
- e. Category of strongly disagrees:  $<(Mi - 1,5 Sdi)$

To determine the ideal average score, the standard curve is used as follows:

$Mi = 1/2$  (maximum ideal score + minimum ideal score)

$Sdi = 1/6$  (maximum ideal score - minimum ideal score) Where :

$Mi$  = Ideal average score  $Sdi$  = Standard deviation

## RESULTS AND DISCUSSION

Based on the results of a survey conducted by researchers on community surveys on ecotourism collected through a questionnaire of 25 items distributed to 77 respondents and then tested for validity and reliability. For data classification, it can be seen in Table 1 as follows:

Category	Scores	F	Percentage(%)
Strongly Agree	$\geq 100,5$	66	86
Agree	$83,5 - < 100,5$	11	14
Likely disagree	$66,5 - < 83,5$	0	0
Disagree	$49,5 - < 66,5$	0	0
Strongly disagree	$< 49,5$	0	0
Total		77	100

Based on Table 1, it can be seen that the local community ecotourism survey found 86% of respondents in the category of strongly agree if the Sungai Janiah would be developed into Ecotourism and the rest of the respondents chose to agree, namely by 14%. Thus overall the respondents strongly agree if ecotourism is applied at Sungai Janiah. As for the description of the indicator data can be seen below:

### A. Data Description about Environmental Dimension

Data about Environmental Dimension was collected through a questionnaire of 6 items distributed to 77 respondents and then tested for validity and reliability. For data classification, it can be seen in Table 2 as follows:

Category	Scores	F	Percentage(%)
Strongly Agree	$\geq 24$	69	89,61
Agree	$20 - < 24$	5	6,50
Likely disagree	$16 - < 20$	2	2,60
Disagree	$12 - < 16$	1	1,29
Strongly disagree	$< 12$	0	0
Total		77	100

Based on Table 11, it can be seen that the ecotourism local community survey seen from the Environmental Dimension obtained 89.61% of respondents in the category of strongly agree, 6.50% of respondents in the category of agree 2.60% of respondents in the category of less agree, 1.29% of respondents in the category of disagree, and 0 % of respondents in the category strongly disagree. Thus overall the respondents strongly agree on ecotourism in the Sungai Janiah in terms of Environmental Dimension aspects

### B. Data Description about Economic Dimension

Data about Economic Dimension was collected through a questionnaire of

6 items distributed to 77 respondents and then tested for validity and reliability. For data classification, it can be seen in Table 3 as follows:

Category	Scores	F	Percentage(%)
Strongly Agree	$\geq 24$	76	98,70
Agree	$20 - < 24$	1	1,29
Likely disagree	$16 - < 20$	-	-
Disagree	$12 - < 16$	-	-
Strongly disagree	$< 12$	-	-
Total		77	100

Based on Table 3 it is known that the ecotourism local community survey seen from Economic Dimension obtained 98.70% of respondents in the category of strongly agree, 1.29% of respondents in the category agree and 0% of respondents in other categories. Thus overall the respondents strongly agree about ecotourism in the Sungai Jariah in terms of Economic Dimension.

### C. Data Description about Cultural Dimension

Data about Cultural Dimension was collected through a questionnaire of 6 items distributed to 77 respondents and then tested for validity and reliability. For data classification, it can be seen in Table 4 as follows:

Category	Scores	F	Percentage(%)
Strongly Agree	$\geq 24$	74	96,10
Agree	$20 - < 24$	3	3,90
Likely disagree	$16 - < 20$	-	-
Disagree	$12 - < 16$	-	-
Strongly disagree	$< 12$	-	-
Total		77	100

Based on the table above it is known that the ecotourism local community survey seen from Cultural Dimension obtained 96.10% of respondents in the category of strongly agree, 3.90% of respondents in the category agree and 0% of respondents in other categories. Thus overall the respondents strongly agree on ecotourism on the Sungai Jariah in terms of Cultural Dimension aspects.

### D. Data Description about Social Dimension

Data about Social Dimension was collected through 7 questionnaire statements distributed to 77 respondents and then tested for validity and reliability. For data classification, it can be seen in table 5 as follows:



Category	Scores	F	Percentage(%)
Strongly Agree	$\geq 28,05$	56	72,73
Agree	$23,35 - < 28,05$	20	25,97
Likely disagree	$18,65 - < 23,35$	1	1,30
Disagree	$13,95 - < 18,65$	0	0
Strongly disagree	$< 13,95$	0	0
Total		77	100

Based on Table 5 it is known that the ecotourism local community survey seen from Social Dimension obtained 72.73% of respondents in the category of strongly agree, 25.97% of respondents in the category of agree, 1.30% of respondents in the category of less agree and 0% of respondents in other categories. Thus overall the respondents strongly agree on ecotourism in the Sungai Janiah in terms of Social Dimension aspects.

## RESULT AND DISCUSSION

From the results of research conducted on local communities related to the Local Community Survey on Ecotourism in the Sungai Janiah Baso District, Agam Regency viewed from four dimensions, namely: Economic Dimension, Cultural Dimension and Social Dimension, overall get positive results. With these positive results it can be concluded that the local community agreed to develop the concept of ecotourism in the Sungai Janiah. Ecotourism in general has an attractive advantage for decision makers both local, private and government. Anggara (2016) said that attractive benefits for decision makers related to ecotourism include the following:

- a. Can adjust to infrastructure, accommodation, facilities, and existing communities
- b. Encourage the opening of new jobs
- c. Help protect the natural and cultural values of ecotourism destinations by attracting visitors to respect and appreciate their destination
- d. Providing financial support to protect nature and culture damaged by overuse
- e. Educate individuals through society about the importance of protecting the environment and culture

Ecotourism is very important to be applied to nature and cultural based tourist destinations. The concept will provide benefits by maintaining the preservation of nature, economy, social and culture. Based on the findings, each indicator in the ecotourism dimension shows a positive value.

## CONCLUSION AND SUGGESTION

### CONCLUSION

In general, the community survey on ecotourism in the Sungai Janiah 86% of the people chose to strongly agree and 14% agreed. The majority of the people strongly agree if the Sungai Janiah becomes ecotourism. For survey indicators can be seen as follows:

- a. Environmental Dimension was obtained 89.61% in the category of strongly agree, 6.50% in the category of agree, 2.60% in the category of less agree, and 1.29% of respondents in the category of disagree.
- b. Economic Dimension obtained 98.70% the category of strongly agree and 1.29% of the category agree.
- c. Cultural Dimension obtained 96.10% the category of strongly agree and 3.90% of the category agree.
- d. Social Dimension obtained 72.73% in the category of strongly agree, 25.97% in the category of agree, and 1.30% in the category of less agree.

## SUGGESTIONS

After doing the research it is expected that Sungai Janiah is possible become one of the ecotourism destinations in Agam Regency. Then the support and cooperation of relevant stakeholders is needed as the government is expected to make plans to develop the area into ecotourism by looking at the environmental, economic, cultural and social aspects of the community. In addition, training can be done and a deeper understanding of the community about ecotourism. To support this important role the next researcher is needed to study more deeply about the potential that is owned so that the Sungai Janiah can be developed into ecotourism.

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