

Sustainable Ecotourism Supply Chain Development

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Abstract . Ecotourism is an important sector in the rapidly growing tourism industry, allowing tourists to enjoy natural and cultural beauty while preserving the environment. Developing a sustainable ecotourism supply chain is a key aspect in ensuring that ecotourism can continue without damaging the environment and culture that is its attraction. This research aims to reveal the main principles in developing a sustainable ecotourism supply chain, by considering several aspects. This research method uses a qualitative study, which focuses on understanding the target aspects using literature analysis and observation techniques. The research results show that close collaboration between the parties involved is essential in developing a sustainable ecotourism supply chain. The government has an important role in formulating policies and regulations that support sustainability principles. Tourism entrepreneurs need to adopt environmentally friendly practices, market ecotourism responsibly, and provide economic benefits to local communities. Education is needed for sustainable development of all stakeholders and long-term commitment to sustainability principles.

Keywords: Ecotourism; Supply chain; Sustainable

INTRODUCTION

Ecotourism is a form of tourism that focuses on developing and preserving nature and local culture. This concept emphasizes the importance of balance between tourism development and environmental preservation as well as the economic and social sustainability of local communities (Lasaiba, M. A. 2022).

One important aspect in developing ecotourism is a sustainable supply chain that contributes to nature and culture preservation (Parmawati, R., Hardyansah, R., Pangestuti, E., & Hakim, L.2022). Therefore, there is a need for a holistic and integrated approach in developing ecotourism supply chains that can provide long-term positive impacts.

Research on the development of ecotourism supply chains is very relevant. Climate change, declining biodiversity and pressure on natural resources emphasize the urgency of adopting a sustainable approach in all aspects of tourism (Widari, D. A. D. S. 2020)

For the development of ecotourism supply chains, this research aims to discuss strategies for building sustainable supply chains (Suparman, S. E., Muzakir, S. E., & Vitayanti Fattah, S. E. 2023). Through an in-depth understanding of the factors that influence the ecotourism supply chain, it is hoped that useful recommendations and guidance can be produced for related parties, such as the government, business people and local communities, to develop sustainable ecotourism tourism (Asmin, F.2018).

METHOD

This research design uses a qualitative approach to gain an in-depth understanding of the phenomenon of "Sustainable Ecotourism Supply Chain Development." A qualitative approach was chosen because it can provide a comprehensive picture of ecotourism practices and sustainable supply chain dynamics (Sugiyono 2016).

A qualitative method approach is used for in-depth understanding, this is considered crucial for detailing the challenges and opportunities faced in developing a sustainable ecotourism supply chain (Dewi, N. I. K., Astawa, I. P., Siwantara, I. W., & Mataram, I. 2018)

The study boundaries were carefully selected to encompass a variety of ecosystems and social contexts. Ecotourism destinations representing various geographic and cultural characteristics were selected to ensure the representativeness of the research results (Parmawati, R., Hardyansah, R., Pangestuti, E., & Hakim, L. 2022). This selection allows researchers to understand the various dynamics that influence the development of ecotourism supply chains.

The research sample involved key stakeholders in ecotourism, including business owners, tour guides, local communities, and local government representatives (Bambang Supriadi, S. E., & Roedjinandari, N.2017). The sample selection technique aims to ensure a balanced representation of various perspectives and experiences related to sustainable supply chain development.

Data was collected through several text analysis techniques and observation techniques. We use this technique to get a comprehensive and in-depth picture of the topic under study (Fadli, M. R. 2021). Observation: carried out by directly observing individual behavior and interactions in research. Text analysis: is evidence in a study that is not found in interviews and observations. This source is a data source that can be used to support data from observations and interviews. i

Analysis of the collected data is processed using several techniques, namely; content analysis, discourse analysis, and narrative analysis. Several of these techniques are used to formulate findings that are relevant to the research objectives (Wicaksana, G. T., Abimanyu, F. T., & Prasetyo, S. H. 2023)

Validity and reliability are improved in research, carried out through data triangulation by comparing results from various data sources such as observation and text analysis, maintaining the reliability and validity of research results remain accurate (Bachri, B. S. 2010)

It is hoped that this research method can contribute to a comprehensive understanding of ecotourism practices and sustainable supply chain development, with a focus on fundamental qualitative aspects.

RESULTS AND DISCUSSION

Research on "Sustainable Ecotourism Supply Chain Development" will produce a number of relevant findings and results to strengthen the concept of sustainable ecotourism. The following are some of the results found in this research:

Identification of local potential: Mapping and identifying natural, cultural and social potential in ecotourism destinations and determining the main attractions for tourists based on local characteristics. A foundation for the development of sustainable ecotourism supply chains as it allows a deep understanding of resources that can be utilized positively. The results of this stage provide a basis for subsequent steps, such as infrastructure development, collaboration with stakeholders, and marketing strategies that suit the unique characteristics of ecotourism destinations.

Ecotourism infrastructure development: apart from physical facilities, it also involves careful planning to protect and maintain natural beauty and local wisdom. With this approach, ecotourism destinations can generate positive benefits for the environment and local communities while providing memorable tourism experiences.

Collaboration with stakeholders: through effective collaboration with stakeholders, the development of the ecotourism supply chain can be more focused and have a positive impact. Collaboration ensures that the interests of all parties are accommodated, minimizes conflict, and creates a meaningful and sustainable ecotourism experience.

Environmental sustainability: environmental sustainability is the foundation for creating ecotourism that not only provides positive experiences for tourists but also empowers local communities and maintains environmental integrity for future generations. By prioritizing environmental sustainability, ecotourism can be a positive force in maintaining biodiversity and natural beauty.

Economic and social benefits: build the foundation for sustainable growth and empowerment of local communities in the long term. By considering these two aspects, ecotourism development can be a positive force for community and regional development.

Environmental education and awareness: through an environmental education and awareness approach, it is hoped that local communities and tourists can become agents of

change in supporting sustainable practices and environmental preservation in ecotourism destinations. This education not only provides knowledge, but also forms attitudes and behavior that support long-term environmental sustainability.

Sustainability measurement: sustainability measurement is an important tool to ensure that ecotourism practices truly have a positive and sustainable impact, while providing a basis for continuous improvement and innovation in the future.

Technological innovation: the application of technological innovation in the ecotourism supply chain not only provides operational benefits and efficiency, but can also be a powerful tool for increasing awareness, education and community participation in supporting environmental sustainability.

Long-term development planning: long-term development planning is an important instrument in ensuring that ecotourism not only contributes to the local economy, but also functions as a positive force in protecting the environment, preserving local culture, and empowering local communities.

Social and cultural impact evaluation: social and cultural impact evaluation is a critical step in ensuring that ecotourism provides positive benefits to local communities and supports the preservation of local culture and identity. By carefully understanding and measuring impacts, ecotourism destinations can take steps to strengthen positive aspects and overcome potential negative impacts.

These results will form the basis for developing recommendations and guidelines for the development of sustainable ecotourism supply chains, which can have a positive impact on the environment, economy and local communities.

CONCLUSION

From the title "Development of a Sustainable Ecotourism Supply Chain," several important conclusions can be drawn regarding efforts to increase the sustainability of ecotourism. Here are some conclusion points that can be drawn:

Integration of sustainability in supply chain: the importance of integrating sustainability principles into the entire ecotourism supply chain, from natural resource management to product and service development.

Important role of stakeholders: active involvement and collaboration between various stakeholders, including local communities, business actors, government and non-government organizations, is required in designing and managing ecotourism.

The importance of identifying local potential: efforts to identify local potential, both in terms of natural and cultural diversity, are a key step for sustainable and integrated ecotourism development.

Positive impact on economy and society: sustainable ecotourism supply chains can have a significant positive impact on local economies, by creating job opportunities, increasing incomes and supporting local businesses.

The importance of environmental education and awareness: education and increasing environmental awareness, both for local communities and tourists, are key elements to support sustainable practices and environmental preservation.

Technological innovation as a driver of sustainability: the use of technological innovation, such as renewable energy, digital applications, and the use of sustainable technology, has great potential in advancing the ecotourism supply chain.

Sustainability measurement as an evaluation tool: the use of sustainability measurement methods, including life cycle analysis and sustainability indicators, is important to ensure that ecotourism provides positive impacts and continues to be improved.

Strong role of government and regulation: government involvement in establishing policies and regulations that support sustainable ecotourism is crucial in creating a conducive environment for these practices.

The importance of community involvement: community involvement in long-term planning for ecotourism provides confidence that their interests are respected and that ecotourism can contribute positively to their daily lives.

Social and cultural impact evaluation as a continuous process: an ongoing social and cultural impact evaluation process should be an integral part of ecotourism management, with the aim of ensuring that the sustainability of local communities and cultural heritage is maintained.

These conclusions reflect the complexity and diversity of aspects that need to be considered in developing a sustainable ecotourism supply chain. Ecotourism sustainability not only includes environmental preservation but also pays attention to positive economic and social impacts on local communities as well as preserving local culture and identity.

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