

CHAPTER I

INTRODUCTION

1.1. Project Background

Indonesia as one of the archipelagos in the world has many to offer when it comes to nature attractions. Lakes, beaches, bays, mountains, active volcanoes, tropical islands, there are so many potential sites that are spread from the west to the east. Enriched with the cultural heritages, the nation's potentials on tourism become greater and need to be conserved (National Board of Special Economic Zone Republic of Indonesia, 2022) by the assistance of tourism development.

Unfortunately, the captivity of Indonesian tourism's attraction is risking its sustainability. More mass tourism cases are found easily in the present time. Pulau Komodo, the solitary island of ancient lizards named *Varanus komodoensis* that are called 'Komodo' in Indonesian is in great danger that leads to extinction of the reptile in consequence of enormous activities of tourists which take place around their nest. The breeding of Komodo becomes greatly deranged since their mothers are distressed and fail to hatch, likewise their babies are terrified to go outside their nest (Rachmasari, Syahadah, dan Alfahuddin, 2022). Furthermore, the worldly known island of Bali is also faced with water consumption issues. Stroma Cole, a senior lecturer of University of the West of England who led a water conference at Udayana Hotel Bali stated that "Bali's freshwater scarcity problem is only expected to get worse unless there is a paradigm shift in the mass tourism model and they embrace quality sustainable tourism" (Indonesia Water Portal, 2019) .

Despite the issues that emerged, the government still aims to keep on pushing tourism to contribute more to the gross domestic product. Since 2014, the president of Indonesia has been expecting the tourism industry to become the second largest income after tax, therefore the government's press on expanding the tourism industry has to be done (Utut Adianto, Deputy Head of House of The Representatives of Republic of Indonesia, 2019 on Pertemuan Delegasi Kunjungan Muhibah DPR RI dengan Menteri Pariwisata Republik Meksiko Serikat Miguel Torruco Marques, in Mexico City, Thursday (28/5/2019)). As a matter of the prior target, Bali made it to 6.3 million international tourists in 2019 as its finest peak to

partake in Bali's tourism prosperity (Statista, 2021). While in 2018, there were 800 thousand less tourists that came to Bali, yet the record was still dominated by the island as Indonesia received 1.5 million tourists per month in the very same year (The House of Representative of The Republic of Indonesia, 2019).

In addition, The Minister of Tourism and Creative Economy of the Republic of Indonesia, Sandiaga Uno also targeted the increase of Indonesia's foreign exchange on tourism's behalf is up to 1.7 billion USD, making the total of 24 billion IDR in 2022 (Jumpa Pers Akhir Tahun, 2021). Meanwhile on the domestic bruto side, the next 5 to 10 years target is around 10-12% contribution overall (DBS Asian Insight and IDE Katadata, 2021). According to the Minister of Tourism of Government of Indonesia, Arief Yahya (2017) "The tourism sector is the most manageable and cost-effective industry that is able to escalate the foreign exchange, increase gross domestic product, and create job opportunities." On that account, it is logical that the government made a marathon project of prioritizing other 10 new destinations apart from Bali, which is widely known as "10 New Balis" idiom. The project seems to have had a great impact by increasing 13% of total tourists from 2017 to 2018 alongside creating thousands of new jobs for locals (Consulate General of The Republic of Indonesia In Chicago, The United States of America, 2018).

However, there is no guarantee that the upcoming '10 New Balis' would not face the same challenges and end up being another destination of mass tourism without certain regulation for tourists and the sites itself. Fortunately, the shifting paradigm is in action at the moment. From mass tourism that tends to focus on dominating nature and one's satisfaction are transforming to the quality of tourism that seeks for tranquility and harmonizing along with nature (Yusuf, 2022).

Therefore, the authors aim to further study the idea of alternative tourism and ecotourism development in Pahawang Island, a small island in Lampung Province whose popularity is not as broad as other destinations in Indonesia. In fact, the island itself is nowhere to be found when it comes to most popular destinations in Indonesia. According to Dinas Pariwisata Provinsi Lampung, there were only 274 thousand international tourists who came to Lampung alone in 2018 while as mentioned before, Bali makes it 23 times more. Jumping to 2022,

Pahawang Island received 3755 both domestic and international tourists in total (Ketut Partayasa, 2022).

Many can be explored in the island such as the mangrove forest that keeps the ocean's ecology protected, supporting the main source of income for the locals. Tanjung Putus, a land of sands that connects Pahawang to other islands around when the water recedes, also provides a great diving spot that has become a favorite of many travelers (Pesona Indonesia, 2022). Over and above those, the access to Pahawang Island is quite simple from Jakarta. More affordable options are available considering the time and budget one has. There is no need to spend time and energy for a high-cost vacation when we have "Maldives of our own" (Sandiaga Uno, Minister of Tourism and Creative Economy of the Republic of Indonesia, 2022) which is supported by an ecotourism based resort named Andreas Resort.

1.2. Problems Formulation

1. How do the locals, government, and entrepreneurs in Pahawang Island manage to keep their home sustainable despite the tourists' activities?
2. What is the form of ecotourism support around Pawang Island?

1.3. Objectives

1. To figure out how Pahawang's locals, government, and entrepreneurs manage their tourism thus stays sustainable despite the tourists' activities .
2. To discover the form of ecotourism support around Pawang Island along with the supporting parties.

1.4. Benefits

This project urges the qualitative knowledge of ecotourism development in Pahawang Island, mainly in Andreas Resort in aspiration for the audiences to shift unto sustainable tourist

1.5 Target Audience

1. Single Ocean enthusiasts whose income are more than 10 million IDR per month and domicile around West Java with the average age of 25 to 35 that wish to visit Maldives yet with limited budget.
2. Passionate domestic and international travelers that long for sustainable tourism by visiting ecotourism destinations.

