

CHAPTER I

INTRODUCTION

1.1 Project Background

“Indonesia is a country that has many islands and is commonly referred to as an archipelagic country” (Putri V. K., 2021). And according to *Kementerian Komunikasi dan Informatika Republik Indonesia* (2013), Indonesia is diverse, with a richness of extraordinary culture and uniqueness that is different from one island to another. This diversity can be felt by local people and tourists, both local and foreign. With its beauty and wealth, the country of Indonesia is often referred to as a part of heaven (*Portal Informasi Indonesia*, 2019). In fact, Indonesia can defeat several countries that are famous for their natural beauty, and one of them is New Zealand, with a score of seven point seventy seven out of ten points in the British media version (Itsaini, 2022). In addition, Indonesia is also ranked as the best tourist destination in the world. The tourist destination included in the list is East Nusa Tenggara. The area is designated as the best tourist destination because it has natural beaches, beautiful marine natural resources, and a comfortable atmosphere (Arofani, 2019). Furthermore, the fact that the sea covers 70% of Indonesia's territory (*Laut Indonesia, Lumbung Pangan Rakyat*, 2016), as well as the characteristics of the Indonesian state, which has many islands (Soemarmi, Indarti, Pujiyono, & Diamantina, 2019), demonstrates that Indonesia has a large potential to improve the tourism industry by making Indonesia the most popular tourist destination in the world.

According to Law (No). 10 of 2009, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government, and local government. Tourism has become one of the important sectors influencing economic development in Indonesia (Utami & Kafabih, 2021). Indonesia is considered by successful in increasing tourism development amid the Covid-19 pandemic situation by the World Tourism Organization. Sandiaga Uno as the Minister of Tourism and Creative Economy explained that with a total expenditure of foreign tourists reaching USD 1,200,

Indonesia can achieve the set target of around one point eight to three point six million foreign tourists in 2022 with quality and sustainable tourism destinations (Fitriani, 2022).

Tourism destinations that are developing to become more qualified and sustainable can be further strengthened if they prioritize the utilization of sustainable tourism development (Park, Petalcorin, & Wayne, 2019). Former Indonesian Minister of Tourism Arief Yahya said that destination development must be prioritized using sustainable tourism development with examples such as before building a resort, we must prioritize the environment and surrounding communities (Agmasari, 2019). According to UNWTO, sustainable tourism refers to tourism that meets the current needs of tourists and host countries while protecting and enhancing the future opportunities of tourists and host countries. And sustainable tourism requires efforts in five areas, including economic growth; job creation; environmental protection; cultural heritage; and mutual understanding and respect (Park, Petalcorin, & Wayne, 2019).

The potential for adopting ecotourism in Indonesia is supported by the fact that Indonesia is recognized for its stunning and plentiful natural resources (*Portal Informasi Indonesia*, 2019). Ecotourism is a component of the notion of sustainable tourism (Asmin, 2019). The term "ecotourism" refers to any kind of responsible travel within a community that benefits the environment, promotes local welfare, and includes elements of interpretation and education (The International Ecotourism Society, 2015). In Indonesia, there are already several tourist areas that apply the concept of ecotourism, including Tangkahan, Tanjung Puting National Park, Komodo National Park, Way Kambas National Park, Raja Ampat, and others (Wonderful Indonesia, n.d.). The application of the ecotourism concept can also be allocated and developed on several islands that are still lacking in the imaging of their tourist destinations, one of which is Pahawang Island.

Pahawang Island is an island in the province of Lampung which is located off Punduh Bay. Pahawang Island has geographical potential in land and sea areas. These potentials are agriculture, fisheries, and tourism (Wonderful Indonesia, n.d.). Ecotourism applied on Pahawang Island is more directed at marine ecotourism

because the main beauty of Pahawang Island is its underwater beauty. Numerous activities, both on land and in the water, are included in marine ecotourism. The local economy gains from marine ecotourism and old economic sectors are revived. (Sakellarariadou, 2014).

Pahawang Island can be defined as one of the tourist destinations in Indonesia because it has several unique, beautiful, and valuable tourist attractions. According to Law (No). 10 of 2009, a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits. According to Utama (2016), the requirements for a tourist attraction to attract tourists are what to see, what to do, and what to buy. The sights that can be seen by tourists on Pahawang Island are shady green trees, clean sand beaches, and clear sea water (*Kementrian Pariwisata dan Ekonomi Kreatif*, n.d.). Activities that can be done on Pahawang Island are very diverse, starting from transplanting coral reefs, watching the Pahawang festival, planting mangroves, snorkeling, scuba diving, or watching Pencak silat attractions (*Kementrian Pariwisata dan Ekonomi Kreatif*, n.d.). For the appeal of what to buy, there are community handicrafts and fishing gear (*Kementrian Pariwisata dan Ekonomi Kreatif*, n.d.).

In planning for tourism development, three important things need to be considered, including attractions, amenities, and accessibility (Putri & Andriana, 2021). Pahawang Island has an amazing tourist attraction, and this can be included in the development of Pahawang Island tourism in terms of attractions. The amenities provided on Pahawang Island are quite complete, such as ATMs, meeting halls, cafeterias, jungle tracking, public bathrooms, souvenir stalls, culinary, prayer rooms, outbound, photo spots, places to eat, and Wi-Fi areas (*Kementrian Pariwisata dan Ekonomi Kreatif*, n.d.). And for accessibility, the authors will describe it in full in part two of this journal.

With the potential and uniqueness that Pahawang Island has to offer, the authors want to know more about the development of marine ecotourism applied to Pahawang Island. In addition, the authors aims to expand the image of Pahawang Island because Pahawang Island is still not well known by many people. The

authors got this information based on the results of the questionnaire in figure 1.1.1, eighty percent of those who answered the questionnaire did not know about Pahawang Island. And finally, the authors want to explore the development of international standard Pahawang Island tourist destinations.

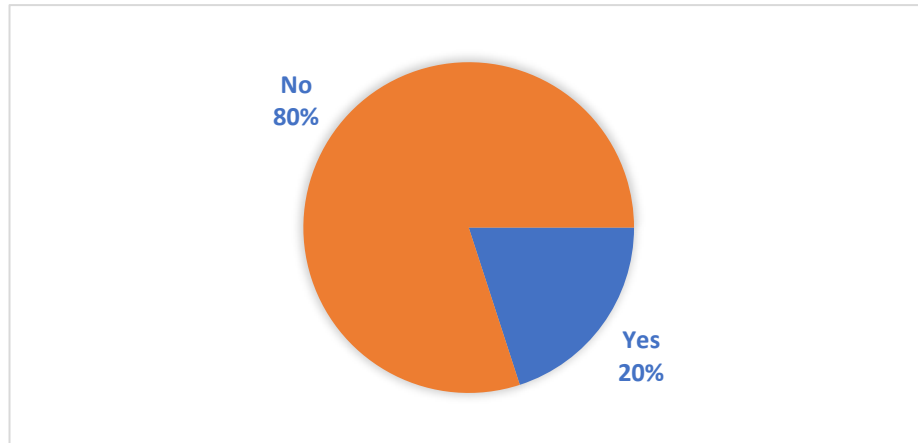


Figure 1.1.1 Questionnaire results regarding knowledge about Pahawang Island

1.2 Problem Formulation

- What are the characteristics that can be introduced by Pahawang Island?
- Does the Pahawang Island tourist destination meet the national ecotourism standard criteria?
- How is the implementation and development of ecotourism for tourism activities on Pahawang Island?

1.3 Project Purpose

- Introducing the tourist destinations of Pahawang Island.
- Describe the analysis of Pahawang Island according to the terms of national ecotourism standards.
- To find out how the locals of Pahawang Island implement and develop ecotourism.

1.4 Target Audience

The authors choose foreign tourists as the main target audience, which range in age from twenty-five to fifty years, have a middle to the upper-class economy, and tend to enjoy the beauty of nature. Specifically, the audience that the authors is targeting has an interest in the sea (Thallasophile) or marine tourism lovers

