

Sustainable Tourism Management Model in Bromo Tengger Semeru National Park

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ABSTRACT

Tourism is one of the sector that manage to grow exponentially, it can be seen from the increase in the income of the country from tourism sector which is expected to support the country economic' growth (Ing Wu cited in Putri et al., 2018). Tourism development in Indonesia currently based on sustainable tourism development. This is happened because the policy of sustainable tourism development will use the natural resources and human resources for the long term (Sharpley, 2000). Bromo Tengger Semeru National park area is one of the 10 priority destination that is created by the Ministry of Tourism of Indonesia to expedite sustainable tourism development in Indonesia. As one of the main tourism destination in Indonesia, Bromo Tengger Semeru National park area has many attributes that can attract domestic and international tourists namely: the variety of attraction with more than 10 tourist attractions, local culture attribute, history and natural resources that become main attraction that define Bromo Tengger Semeru national park from other tourist destination. Those various attribute represents tourism in East Java as a whole (Rahajeng, 2008). The level of sustainable tourism can be measured based on three criteria namely: (1) There is no depletion of natural resources, (2) There is no pollution and other negative effect on the environment, (3) tourism activity must be able to increase usable resources and replaceable resources (The Ministry of Environment, 1990). Sustainable development must be based on the long term use of natural resources and continual nature preservation (Eko, 2019). Sustainable tourism development can only happened when the balance of ecology aspect of the tourism destination and social and economy of the local community is achieved while at the same time still authentic and environment friendly (Andres, 2018). Sustainable economically means long term investment that is done now must be useful for the future generation for the long term (Ivan, 2017). Tourism development is one of the main sources of environment degradation even though it brings positive effect for the wellbeing of the society. Tourism sector is one of the contributors of environmental damage when building new infrastructure causing pollution, farming area is changed to tourism infrastructure. In the social aspect the change of people source of livelihood, from farming to working in the tourism business, the change of the local culture, work ethics, the local culture is diminishing (there is no more architecture with traditional local style. Local community is also in the risk of getting too dependent on the tourism sector such as accommodation and restaurant business. The price of the

land will be increasing due to a sudden need of land to build tourism infrastructure (Sumiati, 2018). In the social and culture aspect, the behavior of some of the people is changing, some of them will asked visitors to pay extra, forced visitors to do the activities that they are not interested to, and doing touting illegally which will disturb the visitors (Abimanyu, 2010). This practice will reduce visitors satisfaction, because honesty of the people who work in the tourism industry directly is one of the most important factor that influence visitors satisfaction (Andres and Artal-Tur, 2018).

Keywords: Sustainable tourism management model, Ecotourism, National tourism development.