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**ENVIRONMENTAL, ECONOMIC AND SOCIAL CULTURE OF LOCAL  
COMMUNITY DEVELOPMENT MODELS IN MANGGARAI BARAT  
DISTRICT**

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**ABSTRACT**

In line with the current trend that development policy is environmentally sound and sustainable, the concept of developing tourism needs to be addressed specifically by the Government of West Manggarai (Labuan Bajo) because it will have a positive impact on increasing the number of visits, increasing government revenues and the tourism industry as well as the welfare of local communities. The proof that there was an inauguration of the Komodo dragon as the New 7 Wonders of Nature in 2013 there were 277 species of animals which were a mixture of animals from Asia and Australia, here are also paradise for fish and coral reefs, there are at least 253 coral-forming coral species, 70 sponge species, and 1,000 species of fish, dugongs, sharks, 14 whales, dolphins and turtles. This biodiversity had a very positive positive impact on the government of West Manggarai through a very significant increase in the number of tourists in 2016 of 80,000 from the previous year: 2014: 56,452 people, 2015: 60,107. Increasing the number of visits gives hope that the community will prosper and an increase in regional income, the private sector and the community itself. But in reality the local community is still below the poverty line, this is because ownership of the tourism industry is outside the area of Mataram and Lombok while our community is only a complementary workforce: shopkeepers, housemaids, hotel servants and hotel servants, low knowledge and stakeholder information in managing and utilizing regional wealth as a leading sector of tourism as well as increasing uncontrolled degradation of natural resources. Seeing this gap when viewed from the epistemology of scientific truth Scientific Tourism can be done through several approaches, namely: (1) System approach (2) Institutional Approach. Based on the background above, the main problem can be formulated as follows: "How is the development of eco-friendly, economic and socio-cultural ecotourism of local communities in West Manggarai Regency? With the aim of the study as follows: 1) Identifying the potential of ecotourism in West Manggarai, 2) Analyzing the environmental, economic and socio-cultural impacts of local communities on the development of ecotourism in West Manggarai Regency. 3) Designing a model of environmental, economic and socio-cultural ecotourism development for local communities in West Manggarai Regency. The results of the study show that partially and simultaneously there are economic, socio-cultural and environmental influences on the development of ecotourism. It is desirable that the community members involved must have virtual capital that includes intellectual, social and credibility

capital. The government in developing tourism needs to be harmonized with efforts to preserve the functions and carrying capacity of the environment.

**Keywords:** Development, Ecotourism, Environment, Economy and Social Culture

## **INTRODUCTION**

East Nusa Tenggara (NTT), which is included in the Economic corridor of the V region (Bali & Nusa Tenggara), is positioned as the gate of national tourism and supporting national food (especially the fisheries and livestock sector). In its position as the gateway of national tourism, the potential and role of NTT is increasingly strategic as well as abundant wealth and ownership of resources, as well as various backgrounds such as the sea and hills that adorn the beauty of the coastal panorama and mountains: such as the Komodo dragon in Labuan Bajo, lake kelimutu in Ende, Alor marine park, the famous ocean wave Rote island with 7 waves, Motaain border door (Timor Leste and NTT), Morasi beach on Sumba, Oehala waterfall in Soe, implant pond in Atambua, white sand beach on Oetune Soe, I am in Kristal in Kupang, and others. NTT is also well-known for its diverse ethnic cultures including tribes, arts / dances, traditional houses, agamat rituals / customs and customs, whale fishing, handicrafts, tie weaving and great Friday processions and various regional languages. The possession of the Komodo dragon (*Varanus Komodoensis*) in Labuan Bajo made NTT confirmed as the New 7 Wonders of Nature in 2013, and in 2016 NTT became the overall winner of the Indonesian Charm Award for having the best hotel, the best surfing spot and the best marine park.

Increasing the number of visits gives hope that the community will prosper and an increase in regional income, the private sector and the community itself. But in reality the local community is still below the poverty line, this is because ownership of the tourism industry is outside the area of Mataram and Lombok while our community is only a complementary workforce: shopkeepers, housemaids, hotel servants and hotel servants, low knowledge and stakeholder information in managing and utilizing regional wealth as a leading sector of tourism as well as increasing uncontrolled degradation of natural resources. Seeing this gap when viewed from the scientific truth epistemology of Tourism can be done through several approaches, namely: (1) System approach: Movement of tourists, community activities that facilitate and the implications of both of the life of the wider community are the interrelated "linked system" and interplay. Every occurrence of tourist movements will be followed by the provision of tourist facilities and the interaction of both will lead to logical influences in the economic, social, cultural, ecological, and even political fields. Thus, tourism as a system will be driven by the dynamics of its subsystems, such as markets, products, and marketing. (2) Institutional Approach: each tourist trip will involve tourists as consumers, providers as transportation service suppliers, providers of accommodation or lodging services, as well as packaging attractions or tourist attractions. (3) Product approach: tourism as a commodity that can be explained aspects that are deliberately created to respond to people's needs.

Looking at the importance of tourism as a means of generating new innovations in carrying out tourism trips to a natural and artificial environment and an informative and participatory culture that aims to ensure the preservation of nature and socio-culture, the right

tourism development is carried out in Labuan Bajo is ecotourism. From the background explanation above, the topic / research title to be analyzed and then made a model and recommendations for the government, the private sector and the community to develop is the Development of Environmental-Based Ecotourism, Socio-Economic and Cultural Local Communities in West Manggarai Regency.

Based on the background above, the main problem can be formulated as follows: "How is the development of environmentally sound, socio-economic and cultural ecotourism of local communities in West Manggarai Regency?"

This research was carried out to achieve the following objectives:

1. Identifying potential ecotourism in West Manggarai
2. Analyze the environmental, socio-economic and cultural impacts of local communities on the development of ecotourism in West Manggarai Regency.
3. Designing a model of environmentally friendly, socio-economic and cultural development of local ecotourism in West Manggarai Regency.

### **RESEARCH URGENCY**

One of the government programs is the development of tourism in areas that have a diversity of tourism objects. As expected by the West Manggarai Government in the work program for the next five years, tourism is a leading sector to increase regional income and community income. Enhancing Competitive Economic Development Based on Agri Tourism and Agribusiness by Utilizing Available Resources, Quality Human Resources, Knowledge and Technology Capabilities that are Environmental Insightful. Development of environmentally friendly ecotourism, nature conservation, socio-economic empowerment and culture of local communities in West Manggarai Regency has the urgency of research through the regulation of the Minister of Home Affairs number 33 of 2009 concerning guidelines for developing ecotourism in the region, namely: 1) Ecotourism is a natural tourism activity in a responsible area by paying attention to the elements of education, understanding, and support for efforts to conserve natural resources, as well as increasing the income of local communities. 2) Ecotourism development is an activity of planning, utilizing and controlling ecotourism. 3) Ecotourism actors are the government, regional government, business world, and communities engaged in tourism. The principle of ecotourism development includes: suitability between types and characteristics of ecotourism; conservation, namely protecting, preserving and sustainably utilizing natural resources used for ecotourism; economical, namely providing benefits to the local community and driving economic development in the region and ensuring that ecotourism can be sustainable; education, which contains elements of education to change one's perception in order to have care, responsibility and commitment to environmental and cultural preservation; provide satisfaction and experience to visitors; community participation, namely the participation of the community in the activities of planning, utilizing and controlling ecotourism by respecting the social cultural and religious values of the communities around the area; and accommodating local wisdom.

## **LITERATURE REVIEW**

Reference to the above research illustrates that basically, ecotourism in its implementation is done with simplicity, maintaining the authenticity of nature and the environment, maintaining the authenticity of art and culture, customs, habits of life (the way of life), creating tranquility, silence, maintaining flora and fauna, and the maintenance of the environment so as to create a balance between human life and the surrounding environment. In ecotourism there are four elements that are considered very important, namely the element of pro-active, concern for environmental preservation, involvement of local residents, elements of education. Tourists who come not only to enjoy the natural surroundings but also learn it as an increase in knowledge or experience. Basically, the policy of developing ecotourism should be guided by the things mentioned as follows: (1) In development, infrastructure and facilities are strongly recommended to be carried out as needed, not excessive, and using materials contained in the area; (2). Ensure that the use of technology and modern facilities is to a minimum; (3). Development and activities in the project by involving local residents as much as possible with the aim of improving the economy of the local community; (4). Local people are encouraged to maintain their customs and daily habits without being affected by the arrival of visiting tourists. The location of ecotourism development is a permissible location and can be used intensively for the development of facilities and infrastructure for ecotourism activities. Other criteria for developing ecotourism locations should consider the following: (a) Market feasibility and visiting capacity, (b) Availability of adequate accessibility to the area, (c) The potential of the region to be used as an ecotourism area, (d) Can support the development of other areas in the area, (e) Provide opportunities for the development of social, economic and cultural activities for the local community, (f) Has a great possibility to support each other's development of tourism in the local area, and (g) Can support each other for the development of forest area conservation for the area.

The Directorate General of Tourism outlines the principles of ecotourism development, as follows: (1) Ecotourism activities must be environmentally friendly, economically sustainable and compatible with the social and cultural conditions of the Regional Ecotourism Destination (DTE); (2) To ensure the conservation of nature and biodiversity as the main tourism resources, all important efforts must be carried out to ensure that the functions and carrying capacity of the environment are maintained; (3) Ecotourism activities that directly support natural conservation and biodiversity conservation efforts must be promoted; (4) Preventive measures must be taken to avoid and minimize the negative impacts of ; biodiversity caused by ecotourism activities; (5) Development of ecotourism activities should always use environmentally friendly technology; (6) All involved in ecotourism management, including private government or non-governmental organizations (NGOs) must be jointly responsible for achieving sustainable ecotourism; (7) The

concepts and criteria for sustainable ecotourism must be developed and linked to education and training programs for tourism workers; and (8) Communities must be given the convenience of obtaining as much information as possible about the benefits of environmental protection and biodiversity conservation through this sustainable form of ecotourism.

### **RESEARCH METHODS**

The object of this research is the Development of Ecotourism with Environmental Insights, Social Economy and Culture of Local Communities in West Manggarai Regency. Scientific research is basically an attempt to express natural phenomena systematically, controlled, empirical, and critical (Kerlinger, 1990). If it is further translated into statistical language, the understanding of research is an attempt to express the influence between variables (Harun Al Rasyid: 1993). Referring to the limitation and in accordance with the research objectives that have been formulated, this study uses an explanatory survey method (explanatory survey method).

The population referred to in this study is a combination of all elements in the form of events, things or people who have similar characteristics that are the center of attention of researchers because they are seen as a research universe that consists of elements: Society as owners and actors of culture and government decision makers and makers Policy. For research needs the sample is limited to key figures and how to take samples through the census.

Data sources are divided into two, namely primary data and secondary data. Data Collection Method is a technique or method used to collect data. The method designates a method so that its use can be shown through questionnaires, interviews, observations, tests, documentation and so on. While the data collection instrument is a tool used to collect data. Because it is a tool, the instrument can be in the form of a check sheet, questionnaire (open / closed questionnaire), interview guidelines, camera photo and others, observation and documentation and literature. Instrument research using the Likert scale can be made in the form of a checklist or multiple choice. In the questionnaire there are validity and reliability tests.

Data analysis is carried out without using calculations but based on theories and thoughts that are subjective so that they can be used as a basis for quantitative analysis (Arsyad in Sunyoto: 2013). The data analysis used in this study is multiple regression analysis to answer the following hypothesis:

Hypotesis: There are influences of environmental, socio-economic, cultural variables on developing ecotourism simultaneously and partially.

### **RESEARCH RESULT**

Tourism Potential in Labuan Bajo

Tourism centers or many tourism places are located in Labuan Bajo, among others;

- 1) Pede Beach, Gorontalo Beach, Puncak Waringin, Batu Cermin Cave, and several coastal attractions on the islands around Labuan Bajo, such as; Wae Cicu, Angel Island, Batu Gosok / Kanawa, and Komodo National Park.

- 2) Mbeliling Forest, Flores endemic bird conservation area in Roe, Mbeliling Subdistrict Village also has a valuable natural and cultural tourist attraction to be developed, including; Cunca Escaped.
- 3) Treking Peak in Mbeliling in Cunca Village Passed and Liang Ndara Village.
- 4) Cunca Wulang Waterfall in Wersawe, Cunca Wulang Village.
- 5) Cultural Parks; Caci and Sanda dances at Melo, Liang Ndara Village.
- 6) Eltari Peak in Lolo Puar, Golo Damu Village
- 7) Compang Uling in Muntung, Golo Sembea Village.
- 8) Spiritual Tourism in Rekas Parish Church, Kempo Village and Maria Wae Lia Cave in Culu, Tondong Belang Village.

Labuan Bajo Regency Rich in natural biological potential from the aspects of agriculture, fisheries and tourism potential. Especially tourism potential: Labuan Bajo has a variety of tourist attractions and is very varied. There are natural, man-made and cultural attractions as illustrated in the results of previous analyzes. With a wide variety of tourism potentials, Labuan Bajo can be called the City of Tourism because of the development of the tourism sector as a leading sector and locomotive for welfare and increasing regional income and society.

Data analysis

1. Testing research instruments a. Validity test all instruments have a significance value of more than 0.30, thus economic, environmental and ecotourism variables are declared valid while socio-cultural variables are declared invalid. b. Reliability Test All instruments are said to be reliable if they have a coefficient of reliability greater than 0.60. Reliability test results on economic, environmental and ecotourism variables while socio-cultural variables are not reliable.

2. Inferential Statistical Analysis

a. Multiple Linear Regression Analysis. Multiple linear regression analysis is used to determine whether there is an independent influence on the dependent variable. Regression equation (Sugiyono, 2007: 275):  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ . The analysis results found coefficients of each independent variable, which can be seen in Table 1. The dependent variable in this regression is ecotourism (Y), while the independent variables are economic (X1), socio-cultural (X2), and environment (X3).

**Table 1**  
Multiple Linear Regression Analysis  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.543	3.991		1.640	.110

X1	.359	.155	.335	2.310	.027
X2	-.129	.159	-.111	-.811	.422
X3	.368	.140	.380	2.628	.013

a. Dependent Variable: Y

Regression models based on the results of the analysis above are:

$$Y = 6,543 + 0,359X1 - 0,129X2 + 0,368X3 + 0,3991$$

In accordance with the regression line equation obtained, the regression model can be interpreted as follows:

- 1) The constant coefficient = 6.543 this means that if the independent variables of the economy, social culture and environment do not change or are constant, the dependent variable of ecotourism (Y) has a value of 6,543 units.
- 2)  $b_1 = 0.359$ ; any change in economic variables equal to one unit will result in positive changes to ecotourism by one unit. Assuming the size of the socio-cultural and environmental variables remains.
- 3)  $b_2 = -0,129$ ; any change in socio-cultural variables of one unit will result in negative changes in ecotourism development by one unit. Assuming the economic and environmental variables are of a fixed size.
- 4)  $b_3 = 0.368$ ; any change in environmental variables of one unit will result in positive changes to ecotourism by one unit. Assuming the economic and socio-cultural variables remain large.
- 5)  $e = 0.3991$ ; meaning that all data processed there are 0.3991 data errors.
- 6) Overall economic, socio-cultural and environmental variables have a significant influence on ecotourism development because F count is 6.579 with a significance of 0.001.

Tabel 2

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.252	3	29.084	6.579	.001 <sup>a</sup>
	Residual	159.148	36	4.421		
	Total	246.400	39			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

b. Partial Regression Analysis

In order to know the effect of each variable on ecotourism development, the Tcount is compared with the Ttable value, i.e.

1) Economic influence (X1) on ecotourism development (Y)

Based on the results of processed data it is known that the value of t count is 2,310 and its significance is sig = 0,027. Whereas T table which is known at alpha 0.05 is 1.98. Then the results t count  $\geq$  t Table (2,310  $\geq$  1,98). Therefore the decision of the null hypothesis (Ho) is

rejected and the alternative hypothesis (Ha) is accepted. This means that there is a significant partial effect of economic variables on ecotourism development.

2) The influence of social culture (X2) on the development of ecotourism (Y)

Based on the results of the analysis it is known that the value of t count is -0.811 and significance is = 4.22. Whereas T table which is known at alpha 0.05 is 1.98. Then the result is calculated  $\leq$  Ttable (-0.811  $\leq$  1.98). Therefore the decision of the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. This means that there is no significant partial influence of socio-cultural variables on ecotourism development.

3) Environmental influence (X3) on ecotourism development (Y)

Based on the results of the analysis it is known that the Thitung value is 2.628 and significance is = 0.013. Whereas T table which is known at alpha 0.05 is 1.98. Then the result is Calculated  $\geq$  T table (2.628  $\geq$  1.98). Therefore the decision of the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that there is a significant partial effect of environmental variables on ecotourism development.

## **RESULT AND DISCUSSION**

The development of tourism initially occurred on a large scale, and is believed not to disturb the environment and does not cause pollution. The passage of time and changes in technology and information indicate that tourism activities are very detrimental to tourist destination ecosystems. Places that were once beautiful become polluted by harmful chemicals. The development and growth of large tourists has driven the rate of habitat destruction and coastal erosion and the exploitation of life forms in tourist areas.

The biodiversity crisis is included in the severe category and requires more serious attention and action to overcome it. Many parties say that local communities that are close to natural resources are factors that directly affect the impoverishment of natural resources and damage to ecosystems. Studies conducted by Burger and Waller (2001) show that a harmonious relationship between tourism, diversity, landscape and conservation can occur in human life. The tourist activity is then better known as ecotourism. To support the above statement, the researcher conducted a study in West Manggarai and the results obtained were that.

### **Economic aspects.**

It is evident that there are economic variable influences on ecotourism development. This is proven by the existence of: 1) Development inequality between the regions of Manggarai Regency which also affects the income inequality of the people in these areas. The level of income per capita of local communities is very low compared to immigrant communities that engage in tourism activities. For example in the field of lodging facilities, provision of food and drink (restaurants), shops and supporting facilities such as the provision of transportation equipment to a tourist destination. 2) Availability of tourist accommodation. This has an impact on the lower average room rates, thus affecting the yield of the accommodation services business. In the long run this results in a decrease in profits entrepreneurs, low take home pay for employees, and a decrease in government tax revenues. 3) The market development for agrotourism, ecotourism and village tourism has not been done. In addition to the product concept of the three types of tourism is not yet clear, variations in tourism activities that can be



done are also not well developed. This has an impact on still difficult to develop the right marketing concept of tourism product products that are actually very potential to be developed. Not to mention the problem of integration between tourism stakeholders in non-integrated marketing, so that marketing activities of tourism destinations are also felt to be not optimal. The use of IT in the marketing of tourism products needs to be improved, considering that this media is relatively easy and inexpensive and has become a primary need for most of the world community. 4) Increasing the quality of tourism through increasing length of stay and spending power on tourists. This can only be done through increasing product variations and the quality of existing tourist attractions, so that tourists can stay longer at tourist destinations. The expenditure will be even more, because of the variety of products they can buy. 5) The mode of transportation (sea transportation) is very expensive. 6) Improvement of HR Tourism based on the community is not optimal. It was alleged by many parties, that tourism human resources, especially those originating from local communities, still needed to be improved in quality. Improving the quality of human resources is a necessity, given the increasingly sharp level of tourism competition. The management capacity of tourist attraction in the community (especially in rural areas) must be improved in a sustainable manner, so as to be able to interpret well the tourist attraction in their area, and produce varied tourism activities that can provide a unique travel experience for tourists.

### **Socio-cultural Aspects.**

The results show that there is no influence between socio-cultural variables on ecotourism development. Theoretically-idealistic, between social impacts and cultural impacts can be distinguished. However, Mathieson and Wall (1982: 37) states that there is no clear distinction between social and cultural phenomena, so that most experts combine the social impact and cultural impact in tourism into the title 'socio-cultural impact' (The sociocultural impact of tourism in a broad context).

The study of the social and cultural impacts of tourism has been more likely to assume that there will be socio-cultural changes due to the arrival of tourists, with three common assumptions, namely:

1. Change is brought about as a result of external instructions, generally from a superordinate socio-cultural system to a weaker recipient culture;
2. These changes are generally destructive to indigenous cultures;
3. These changes will lead to cultural homogenisation, where local ethnic identity will be immersed in the shadow of industrial systems with western technology, national and multinational bureaucracies, a consumer-oriented economy, and jet-age lifestyle.

The above assumption implies that in looking at the impact of socio-cultural tourism on the local community, tourism is merely seen as an external factor that hit the community. This assumption has many weaknesses. As stated by Wood (1984), so far many researchers consider that the influence of tourism can be analogous to 'ball-billiard', where moving objects (tourism) directly hit a silent object (regional culture), or through intermediate objects ( cultural broker). In this case also the assumption is that culture is something that is silent, sleeping, or passive, and as if the culture is something homogeneous. Such an approach denies the dynamics of the

community where tourism begins to enter, and is unable to see various active responses from the community to tourism.

Wood further suggested, in looking at the influence of tourism on local communities (cultures), it must be realized that culture is something that is internally differentiated, active, and always changing. Therefore a more realistic approach is to assume that tourism is an 'outside influence which is then integrated with the community', where the community experiences the process of making tourism part of its culture, or what is referred to as a 'touristification' process.

The nature and shape of socio-cultural impacts are influenced by various factors. Pitana (1999) states that the factors that determine the socio-cultural impact are as follows:

- 1) Number of tourists, both absolute and relative to the local population;
- 2) The dominant object which is a tourist dish (the tourist gaze) and tourist needs related to the dish;
- 3) The characteristics of tourist attractions that are presented, whether natural, archaeological sites, social culture, and so on;
- 4) Structure and function of tourism organizations on DTW;
- 5) Economic level differences and cultural differences between tourists and local communities;
- 6) Cultural differences or tourists with local communities;
- 7) Level of autonomy (both political, geographical and resource) of DTW;
- 8) Rate / speed of tourism growth;
- 9) The level of tourism development (whether initial, or already saturated);
- 10) Level of DTW economic development;
- 11) The social structure of the local community;
- 12) Types of resorts developed (open or enclave resorts)
- 13) The role of tourism in the DTW economy.

### **Environmental Aspects**

The results showed that there were environmental influences on ecotourism development. This means that the tourism industry is not a stand-alone industry, but is an industry consisting of a series of production processes that produce services or products that are different from one another. The difference is not only in the services produced but also in the size of the tourism production process system such as the location or place of business of tourism, geographical location, function, form of organization that manages and the method of the problem. The complexity of the tourism industry problem is also closely related to tourism development efforts which in fact also correlate with the impact caused by tourism businesses on the environment. For example, waste due to the tourism process has a negative impact not only aesthetically but also has a negative impact on environmental health.

Therefore, tourism development needs to be harmonized with efforts to preserve the function and carrying capacity of the environment. Notes on environmental risks and control measures for tourism area plans are as follows:

- 1) Throughout the coastal area in Labuan Bajo it is also a disaster-prone area such as coastal abrasion, cyclones and tsunamis. Thus the development of ecotourism in this area must be accompanied by a plan for disaster adaptation and mitigation. Rehabilitation of coastal

mangrove forests can function double, namely as a form of structural mitigation in coastal areas but also at the same time providing added value from aspects aesthetics. Construction of breakwater structures is a form of disaster mitigation but must not damage the aesthetic aspects of the coastal area.

- 2) Development of the Batu Cermin tourist area must consider conservation aspects.
- 3) Development of tourism forests must consider the function of the area as a recharging zone or upstream watershed.
- 4) Development of forest areas in ecotourism areas must consider forest rehabilitation measures because the amount of forest-covered land is far reduced.

Aesthetic trees are preferred as a type of rehabilitation. And there are various types of birds perched in the forests of Labuan Bajo It is expected that in the ecotourism management plan which includes actions in the form of: 1) Management of the concept of preservation of nature around the area of tourism objects to maintain the beauty and beauty of tourism objects; 2) Enriching mangroves to develop underwater ecosystems including coral reefs and marine biota that can be used as tourism objects in marine parks; 3) Preserving the natural environment of cave tourism so that the cave environment is maintained as a bird habitat; 4) Preserving the environment around the area as well as enriching the habitat of flora and fauna in the Forest Park and Campground Forest; 5) Organizing culinary festivals to encourage community creativity in developing various types of cuisine and local food; 6) Develop new objects, attractions and tourist attractions in each type of tourist area; 7) Developing tourist area facilities and infrastructure while taking into account environmental sustainability aspects; 8) Developing support for a good tourism transportation system; 9) Plan a tourist area as part of urban design to add to the city's aesthetics and increase environmental harmony 10) Establish tourist routes, tourist calendars, tourist information and promotions; 11) Increasing the participation of the community in maintaining the preservation of the area and tourism objects; 12) Develop a good and integrated security system.

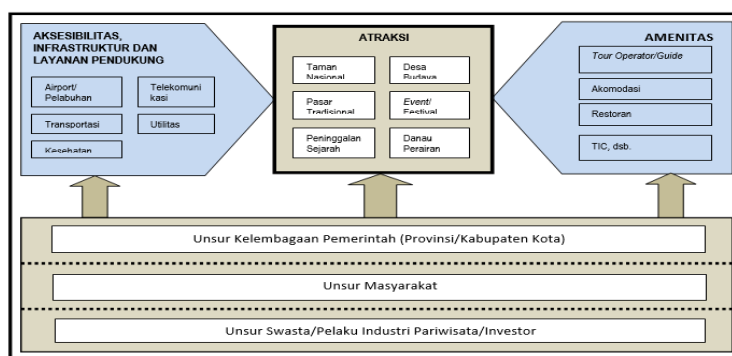


Figure 1. The concept of developing tourist destinations (Ministry of Culture and Tourism, 2006)

According to the concept of developing a tourist destination as above, there are 3 determining variables, namely:

- 1) accessibility, infrastructure and support services such as airports, transportation etc.;
- 2) attractions such as traditional markets, tourist parks etc; and:

3) amenities such as restaurants, accommodation and others.

All of these determinants are clearly related to environmental aspects and therefore the possibility of their impact on the environment must be taken seriously. Consideration must include overlapping with other structures and spatial patterns so that the impact can be managed properly. The execution of strategic environmental assessment documents (SEA), AMDAL and UKP-UPL is important to be integrated into ecotourism management plans in West Manggarai.

For this reason, in producing new tourism products, it is necessary to look at a number of main points as follows:

1. Potential tourism available;

a. Non-biological nature consists of: coastal areas with beautiful beaches and rolling waves; coral islands and marine parks; Cave with water and animals.

b. Biological nature consists of: lowland forests and diverse fauna with specificity

c. Humans consist of: diverse customs (how to dress, weave cloth, talk using local languages, how to cook food, how to live in groups based on family / kinship relationships, how to farm and raise livestock); culture that describes the closeness of humans to the surrounding environment For example: Merapu is a belief that in essence human beings will experience death as the end of the life of the real world and turn to a world that is not real or the world of spirits. For example, how to communicate with the supreme god through the media of pig or chicken liver sacrificed during the ceremonies of birth, marriage, death, withdrawal of grave stones, construction of traditional houses, thanksgiving and requests for abundant harvests. Another culture that is more unique is the ceremony of the withdrawal of grave stones carried out by humans up to hundreds of people and lasts for days depending on the distance and the size of the grave stone. In addition there are Pasola cultural attractions, friendly human culture, and various kinds of arts (dance, sound arts, and drama tutors)

d. Man-made consists of: historical heritage house (in the form of a stilt house with its function: the base as an animal cage, the second floor is a family place, a bed and fireplace is located right in the middle part while the tower section is a warehouse or a place to store food supplies); amusement parks and museums; and agricultural gardens (sugar cane and cashew, fisheries (seaweed).

2. Resource Management

West Manggarai Regency has diverse and many natural and human resources. These resources become the main capital in the development of tourism, which includes: area and geographical location, natural resources, large population and diverse cultures, hospitality, comfort, security stability, and political commitment from the government. These factors greatly influence the presence of tourists in one tourist destination (DTW) and can stay longer. For this reason, the development of tourism needs to involve multi-sectors to meet the needs of tourists both directly and indirectly and be able to promote economic activities including the activities of other related sectors so as to expand employment, increase people's incomes, regional income, state and increase foreign exchange.

Value creation in the world of tourism today comes from physical capital and virtual capital. Beautiful nature is physical capital that has the potential to attract tourists to visit a

tourist attraction and stay longer. In addition to the beautiful nature of the cultural heritage that is very potential to be a strong reason for both domestic and foreign tourists to come visit. But on the other hand the limited intelligence and networking of community members involved in tourism causes low added value from these activities while high added value is enjoyed by those who have large investments and extensive networks. It is desirable that the community members involved must have virtual capital that includes intellectual, social and credibility capital. Regions that rely on virtual capital will create the value of intelligence and creativity of the community, community friendliness, the ability of the community to cooperate and develop credible social networks and government institutions and communities. Community members must be motivators and not as resources or objects. In other words, the development of tourism should better reflect community development and development than the tourism industry.

### **SINERGI INTER-GROUP IN PRODUCING TOURISM PRODUCTS INNOVATION**

The ability to apply creative solutions to answer problems and opportunities especially to improve the quality of tourism and the development of ecotourism realized through a community participation and empowerment approach. Ecotourism development, must be able to produce the right model in the preparation of planning from the start, where the community can convey ideas that can give the feel of Participatory Planning and encourage them to develop pure ideas without control and controlled direction from interested parties. Some elements that are able to encourage ideas to produce targeted innovations are economic, conservation, social, political, environmental regulation, empowerment and reclamation of damaged environments, empowerment of local cultural arts and others. Stakeholders that are related and closely related and work together in developing ecotourism are 1) the role of the public sector to develop policies and controls on the benefits of natural and environmental resources, in which the government has authority in determining policies relating to environmental development and tourism programs and financing which has a mechanism of cooperation both vertically and horizontally and structurally, and equally important is that the government has sufficiently high access to funders, such as banks, investors and donors in the country and abroad. The government must try to implement its policy to maintain the preservation of non-renewable resources to natural resources that can be updated in the future. The public sector policy is based on the awareness that if ecotourism development carried out only controls non-renewable resource potential, without controlling other renewable resources, it is likely that ecotourism development cannot compete with other regions. Increased public understanding of the conservation of living natural resources and their ecosystems, Increased knowledge and skills to improve community welfare, Land rehabilitation through integrated programs and implementation with the private sector and the community and increased land productivity, increased carrying capacity of certain community or environmental lands, which are currently in a critical condition so that it is neglected to improve basic infrastructure in the surrounding area, foster and improve community institutions to actively participate in conservation development, develop ecotourism market segments with tourism businesses, establish ecotourism locations based on research are areas that need further planning and compile ecotourism development

policy which in turn can be sheltered by a legal umbrella in the form of governors, mayors, regents and regional regulations. 2) Community participation. In society it is necessary to create a conducive atmosphere, namely a situation that moves the community to attract attention and concern for ecotourism activities and the willingness to cooperate actively and sustainably. For this reason, the community needs continuous guidance so as to produce independence. In spatial planning ecotourism the community has the right to: (1) participate in the spatial planning process, use of space, and control of spatial use, (2) openly know the area planning plan and detailed plans for ecotourism spatial planning, (3) Participation in drafting Community planning is included in the preparation of implementation development planning activities until the operation of ecotourism. The community must be guided more continuously on the various benefits enjoyed by the local community, both individually and in groups.

### **Conclusion**

This research concludes as follows:

- 1) Economic influence (X1) on ecotourism development (Y). Therefore the decision of the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that there is a significant partial effect of economic variables on ecotourism development.
- 2) The influence of social culture (X2) on the development of ecotourism (Y). Therefore the decision of the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. This means that there is no significant partial influence of socio-cultural variables on ecotourism development.
- 3) Environmental influence (X3) on ecotourism development (Y). Therefore the decision of the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that there is a significant partial effect of environmental variables on ecotourism development.
- 4) Overall economic, socio-cultural and environmental variables have a significant influence on ecotourism development because F count is 6.579 with a significance of 0.001.

### **Suggestion**

- 1) It is highly expected that the community members involved must have virtual capital that includes intellectual, social and credibility capital.
- 2) The government in developing tourism needs to be harmonized with efforts to preserve the functions and carrying capacity of the environment.

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