

CHAPTER 1

INTRODUCTION

A. Research Background

The United Nation World Tourism Organization (UNWTO) defined sustainable tourism as the process where tourism is developed while taking account of the economic implications of tourism, the social impact of tourism, and the environment. Economic consequences of tourism are the monetary gains or opportunities for monetary gains that result from tourist-related activities or other relevant supporting activities in the host community. These benefits could include new job prospects, business opportunities, a new source of income, etc. (Kristiana & Nathalia, 2021). The perspective of host communities toward tourism activities is often examined while examining the social repercussions of tourism and is traditionally rated from embracing tourists in their surroundings to displeased with their presence (Hubner et al., 2023). Another facet of how tourism affects society is its dependence, how it alters locals' values and beliefs, and how it strengthens communities where it is present. The environment is the final component of sustainable tourism, where the landscape is safeguarded and shielded from harm and contamination. One of the issues relating to the environmental aspect of sustainable tourism is about waste management.

Waste management in Indonesia is becoming a serious issue as the country's population continues to grow and a marked increase in the

consumeristic lifestyle of its citizens, thus resulting in an increase in the amount of waste produced (Agustina et al., 2017). The founding of several research that have looked into the reasons of waste management issues stated that the problems with waste management include a lack of a firm and clear legal foundation (Ferronato & Torretta, 2019), insufficient waste disposal sites (Fadhullah et al., 2022), a lack of effort in composting (Jereme et al., 2015), and a lack of an effective landfill management system. There is a discrepancy between the volume of garbage produced and the low level of waste management, as well as the limited number of landfills (Abdel-Shafy & Mansour, 2018).

In Indonesia, there is a core waste management paradigm that shapes the concept of "collect-transport-throw away," which is the final strategy to garbage management and treatment (Suryani, 2014). This is also due to a noted trend in developing countries, where waste is more likely to wind up in open landfills or other less desirable areas, as opposed to an upstream collection of various waste streams as seen in developed countries (Dortmans, 2015). Waste has an economic value that may be used for energy, compost or fertilizer, and industrial raw materials, and it is critical to recognize this notion and shift the paradigm. A complete strategy to waste management that begins upstream, that is, before a product with the potential to become waste is produced, can be used to affect a paradigm shift in waste management. The process is then carried on downstream, where the product has been used and has become waste, until it is securely returned

to the environment media. A recognition of this problem is one part in realizing the sustainability of local communities in Indonesia.

In the tourism industry, there is a marked shift from mass tourism towards small-groups tourism with an emphasis on nature and cultural experience (Richards, 2018). Ecotourism and special interest tourism are emerging trends that should be properly studied – a beneficial phenomenon towards sustainability. Villages are maintained to sustain their cultural heritage and natural beauty in order to prevent locals' desire to sell land, which may lead to new residential land and diminish fertile land. The growth of creative industries, such as sustainable tourism, is one of the measures that may be taken to conserve these villages.

Additionally, consumer awareness of sustainability is growing, even if the general public still has difficulty understanding the concept in its entirety. At the moment, Indonesian consumers understand sustainability in terms of how it affects the environment. The general public's perception of sustainability is that it has the power to increase customer engagement and purchases of a good or service as green consumers become more prevalent.

The government of Indonesia has also supported a program in which to further develop and has listed a guideline in order for a village to become a tourist destination. One of the requirements can be found in the Indonesia Ministry of Tourism and Creative Economy Regulation No.9 of 2021, which includes the management of solid waste that states the availability a system to measure and report the waste generated and set targets to reduce it –

ensuring that solid waste is properly handled and diverted from temporary or final disposal sites, by providing a recycling collection system that effectively separates waste by type.

In light of the aforementioned waste management issues that can be found throughout Indonesia, it is important to emphasize that the government's standards for solid waste management by tourist communities must be followed correctly. With the increase in tourist destinations being directed and located towards tourism villages, it is important to see that the tourism villages themselves are ready to accommodate the influx of visitors. Tourism villages in Indonesia are categorized into four categories that includes, Independent, Advanced, Developing, and Pioneering. Each of these categories are determined from various aspects that form the basic indicators such as, number of visitors, development of the local tourism industry, human resources, availability of tourism activities, and tourism amenities. Tourism villages with categories of advanced and independent are selected in this research, in order to determine the implementation of the government's standards for solid waste management. These two categories are selected as the elements required to achieve the classification – at the least – demonstrates that the tourism villages have developed the capabilities to provide adequate tourism infrastructure, facilities, and activities, accommodate international visitors, and a community who have the ability to manage tourism businesses through local working groups or tourism awareness groups.

Two tourist villages were selected for this research. The first is Cibuntu Tourism Village, located in Kuningan, West Java. Secondly is Setu Babakan Cultural Village, located in South Jakarta, DKI Jakarta. The tourist villages each have a classification of ‘advanced’ and ‘independent’ respectively. Cibuntu Tourism Village is famous for its natural beauty and as the winner of the fifth best tourist village in ASEAN and second in Indonesia (Kemenparekraf, 2022). Setu Babakan Cultural Village is known as a cultural and recreational destination that promotes and preserves the classic Betawi cultural heritage. The classifications attained by the tourism villages will reflect on the capabilities in implementing the government regulations. Should the tourism villages with the higher classifications prove to struggle in implementing the regulations, there may be an incongruity between regulation and implementation – and may show further struggles in implementing the regulation by tourism villages with lower classifications. In the case that the tourism villages with higher classification succeed in implementing the regulations, they may set the benchmark and groundwork for tourism villages with lower classifications to follow. Therefore, it is especially important for both tourism villages to be able to manage its solid waste properly, in order to create a sustainable future for the villages.

As tourism interest and tourist arrivals in both the Cibuntu tourism village and Setu Babakan Cultural Village grow, the lack of a functioning solid waste management system may become a major problem in the future.

The rise in visitor numbers would result in an increase in solid waste production, which, if not treated and managed effectively, would be harmful not just to the community and environment, but also to the tourism village's long-term sustainability. An analysis of the implementation of the government's regulations on solid waste management should be adhered to. This will become the main focus of the research.

B. Research Problem

Acknowledging the background of the problem, the problems identified in the research are formulated as:

1. What are the challenges faced by Cibuntu and Setu Babakan tourism villages in implementing the government regulations regarding solid waste management?
2. What are the current regulations regarding solid waste management being adopted at Cibuntu and Setu Babakan tourism villages?

C. Objectives of Study

The objectives of this research are to attempt to answer the questions arisen from the problem identification, as such the research intention is to endeavour in:

1. To understand the current regulations regarding solid waste management are being adopted at Cibuntu and Setu Babakan tourism village.

2. To understand what Cibuntu and Setu Babakan tourism villages can do to implement the ministerial regulations regarding solid waste management.

D. Benefits of Study

The benefits of this research are:

1. Benefit for the Tourism Industry

It is hoped that this research can help the tourism industry, especially tourism villages in implementing solid waste management in order to maintain a clean and healthy lifestyle that is not only beneficial for the community, but also the environment through the application of sustainable principles.

2. Benefit for Academics

It is hoped that this research can contribute to expanding the knowledge and sharing the knowledge of the ministerial regulation and implementation of solid waste management, in addition to conduct further studies and research in the implementation of solid waste management at tourism villages throughout Indonesia.

3. Benefit for the Government

It is hoped that this research can assist the government in understanding the difficulties or hindrances that tourism villages may face in attempting to implement the ministerial regulations. Thus, enabling the government to aid and support the sustainability of tourism villages.