Ecotourism Development in the Tanjung Papuma Area, Jember Regency to Attract Generation Z's Visiting Interest

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

DOI:
https://doi.org/10.32535/ijthap.v5i3.1723

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Published by IJTHAP

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Received: 30 July 2022
Accepted: 20 September 2022
Published: 20 October 2022

ABSTRACT

Tanjung Papuma is located in a protected forest area managed by Perhutani. This forest is still natural because it is a habitat for various flora and fauna such as deer, partridges, and Javanese langurs. It is necessary to develop ecotourism-based tourism. The ecotourism development that has been carried out will be linked to attracting visiting interest for Generation Z. This study aims to describe the development of ecotourism in the Tanjung Papuma area that can attract Generation Z to visit. The research method used is qualitative with the type of case study research. In extracting data, it is done through observation and interview methods. Researchers conducted interviews directly with key informants from tourism object managers, residents, and Generation Z. The results showed that the Tanjung Papuma has carried out tourism development by paying attention to ecotourism principles. However, some aspects are not optimal and need to be improved.

Keywords: Community Empowerment, Conservation, Ecotourism, Generation Z, Tourism Education.
INTRODUCTION

Tourists who visit Indonesia will be spoiled with exotic flora and fauna, beautiful natural scenery, and adventurous experiences. Indonesia is the third largest biodiversity besides Brazil and Congo. Ecotourism is a tourism activity that prioritizes aspects of nature conservation, community empowerment, and education. Ecotourism is a responsible journey to natural areas by preserving the environment, involving interpretation and education. Ismail and Vennceya (2022) state that Ecotourism is an essential component of education; it is an opportunity to learn to appreciate nature and local culture. Education in this concept is inclusive of tourism, and tourist Indonesia is currently continuing to develop ecotourism to protect environmental resources and improve the welfare of local communities. Currently, ecotourism contributes to 45% of Indonesia's total revenue from the tourism sector (Ollivaud, Haxton, & Branch, 2018). Therefore, ecotourism has been promoted in many areas of Indonesia as a viable means of protecting natural rainforests and helping indigenous peoples obtain alternative income sources to implement sustainable development (Choi, Kim, Sawitri, & Lee, 2020). Ecotourism needs to be developed to make the surrounding community and tourists aware of the environment. Ecotourism development is very suitable in Indonesia, considering that Indonesia has enormous natural tourism potential. Therefore, if ecotourism is applied to every natural tourism object in Indonesia, it is hoped that it can also protect the surrounding environment and increase regional income. Moreover, developing ecotourism in an area also has economic, ecological, and socio-cultural benefit. Indonesian researcher pay attention to the importance of tourist attraction development and marketing strategies and the behavior of tourists visiting tourist destinations (Sudiarta & Suardana, 2016; Hendriyani, Budiarsa, Antara, & Sudiarta, 2020; Permana Budi, Antara, Wiranatha, & Sudiarta, 2022). Generation Z is considered the trend of sustainable travel. As quoted in the journal (Wang, Wang, Wong, & Zhang, 2021), sustainable tourism behavior is increasingly being recognized as a popular topic among young tourists. By becoming a trend among youth travelers, it proves that Generation Z has a role as tourists in ecotourism-based tourism. Apart from being tourists, it is hoped that this generation can also play an active role in maintaining the sustainability of sustainable tourism activities.

Indonesia has a lot of potential for nature tourism, including coastal and marine tourism. However, to achieve sustainable tourism, which does not harm the environment and ensures a good existence for the surrounding community, coastal ecotourism zones, one of nature tourism, need to build an environmentally friendly concept.

Jember Regency has an area of approximately 3,293.34 km², with a beach length of approximately 170 Km. Meanwhile, the water area of the Jember Regency that is included in the EEZ (Exclusive Economic Zone) is approximately 8,338.5 km². With a long beach and vast waters, many people in Jember, especially in the southern part of Jember, make a living as fishermen. Apart from being fishermen, many people in south Jember depend on the marine tourism sector for their livelihood. This is because Jember Regency also has potential for marine tourism, such as Watu Ulo Beach, Papuma Beach, Puger Beach, Bande Alit Beach, Paseban Beach, etc.

Papuma is an acronym for “Pasir Putih Malikan”. Tanjung Papuma was officially opened in 1994 and began to be visited by tourists in 1998. The Tanjung Papuma area is located in Lojejer Village, Wuluhan District, about 45 minutes from the city center. Before heading to Tanjung Papuma, tourists must pass through the Malikin forest area managed by Perhutani. Based on these problems, the researchers used qualitative research methods with the type of case study research.
LITERATURE REVIEW

Ecotourism
Ecotourism has characteristics and behaviors that are similar to tourism in general, such as requiring attractions or tourism objects, requiring facilities and infrastructure, as well as the existence of service and accommodation components that characterize tourism. Dowling (as stated in Insani, A’rachman, Sanjiwani, & Imamuddin, 2019) clarifies that ecotourism may be understood in terms of its link to five key components: natural, ecologically sustainable, educational environment, supports local communities, and generates tourist satisfaction. Fennell and Nowaczek (2003) summarize the idea of ecotourism as a sustainable form of natural resource-based tourism whose main focus is on experience and learning about nature, which is managed by minimizing impact, non-consumptive, and locally oriented, based on the definitions of various figures.

It explains the principles of ecotourism development, including the suitability between the various types and characteristics of ecotourism, conservation, economy, education, visitor satisfaction and experience, community participation, and accommodating wisdom, based on the Minister of Home Affairs regulation number 33 of 2009. It can be concluded that the important aspects of ecotourism include:

a) Eco-friendly tourism (Conservation value).

b) Tourism that is friendly to local customs and culture (Educational and tourism value).

c) Tourism that can raise the economy and social status of the local community (community empowerment) (Nafi, Supriyadi, & Roedjinandari, 2017).

Indonesia has great potential in the development of ecotourism. This is because the natural beauty that we have can attract foreign tourists to come to Indonesia. However, this potential must be balanced with the development of ecotourism in regional areas in Indonesia. Therefore, the development plan includes (Dalem, 2002):

a) Efforts to improve environmental conditions in the ecotourism site area.

b) Conservation efforts within the ecotourism area site.

c) Preparation of ecotourism infrastructure.

d) Capacity building for ecotourism managers.

e) Involving the role of the community in developing ecotourism areas.

The development plan is expected to produce the realization of an ecotourism area that has attractiveness and puts forward the principles of environmental conservation. Moreover, it is expected to empower local communities in managing and developing ecotourism areas and strengthening its institutions (Nugroho, Negara, & Yuniar, 2018).

Community Empowerment
Empowerment is etymologically derived from the word "daya" which means ability. So by definition, empowerment is a process and effort towards being empowered or an activity from someone who has power to those who are less or not empowered. The definition of community empowerment is widely interpreted by several experts both at home and abroad. For example, Sumodiningrat (as cited in As’ari et al., 2021) defines community empowerment as an effort to maximize the community’s capabilities to become independent and empowered. In this context, some parties empower and are empowered.

In its approach and development, community involvement must be through the concept of community-based ecotourism. This is because the tourism sector can provide economic benefits for local communities, and tourism can create various social and cultural benefits. Tourism can also be a help in achieving environmental conservation goals.
According to Phillips (as cited in Asy'ari et al., 2021), community development is needed to empower the local community to better recognize and understand the problems in their area and find the right solution to overcome them. Furthermore, empowering local communities will create good participation between local communities and tourism managers in the area. Community involvement in decision-making will create a good form of cooperation involving local communities and tourism industry managers.

The concept of community empowerment is also often referred to as Community Based Tourism or CBT. The implementation of CBT-based tourism is aimed not only at profit-seeking businesses but as a means of strengthening community social organizations in managing tourism resources with the direct participation of residents. According to Dodds (as cited in Abdoellah et al., 2019), the implementation of CBT is characterized by the following six elements:

1. Participatory planning and development to strengthen community tourism skills. Furthermore, it covers various training such as tour guide, foreign language, communication, handicraft production, hygiene, and safety. The transformation from beneficiary to manager prepares the community to face an open and competitive market.

2. The existence of collaboration and partnership as a liaison to the target market. For example, they established partnerships with domestic or international tour companies that purchase tourism products or services. Many successful forms of marketing by CBT are partnerships or networks with outside tour operators, which emphasizes the importance of collaboration. Because the reality is that these communities do not have the skills or resources to be able to market their goods and services to attract tourists.

3. Empowerment of local communities. This effort involves elements of local management because CBT empowerment cannot be separated from capacity building and a participatory approach.

4. Oriented to environmental values and community development. This is intended so that tourism can be carried out sustainably. Environmental values include conservation projects, waste management, water and energy, reforestation, using natural and sustainable materials, and recycling. The social and economic efforts for community development include helping build schools, supplying clean water, increasing micro-entrepreneurship, skills training, and employing local people.

5. Assistance from enablers (government, funding institutions, and private sector). In its implementation, CBT cannot be implemented without the help of other parties. The presence of enablers, both the government and the private sector, plays a role in the scope of marketing, training or funding, and institutional structures, funding programs, and partnerships.

6. Tourism managed by local communities is expected to support their income. Tourist arrivals can be a potential market for products or services provided by residents living around tourist areas. This is expected to be a long-term source of income for local communities.

**Education**

Education in the context of tourism can be called edutourism/educational tourism. Educational tourism can be interpreted as a tourist activity carried out by tourists to obtain education and learn. Rodger (as cited in Sutisno, Arief, & Afendi, 2018) describes educational tourism as a concept that combines tourism activities with learning activities. Therefore, edutourism or educational tourism is intended as a program where visitors travel to a certain place intending to get a learning experience directly related to the location visited.

Education and tourism are two different things, but the two concepts can complement and synergize according to the idea of edutourism. Edutourism programs and activities aim to combine the concept of education with entertainment or recreation so that tourists
feel comfortable, relaxed, and happy when visiting educational tourist attractions. According to Alfira (as cited in Sutisno et al., 2018), an education-based tourism program can attract all potential information services available to meet the needs of tourists both psychologically and intellectually. The need for recreation and education is accommodated in facilities that can educate and provide pleasure (recreation). Therefore, Education-based tourism programs must be packaged attractively and appropriately for school-age, teenagers, and parents.

Coastal education tourism is classified as science education tourism. This is because it contains elements of educational tourism based on knowledge about the sea and coast and all activities in the area that visitors get as learning. So based on the experience experienced by tourists, it can be a lesson and knowledge.

Visit Interest
Interest in visiting tourist attractions can be interpreted as the motivation and desire of tourists to visit and enjoy a tourist attraction which consists of elements of cognition, emotion, and *konasi* (will) (Akhmadi, Laksitarini, & Nabila, 2020). Based on the above opinion, the cognitive element is preceded by information or knowledge about the tourism object to be addressed, the emotional element due to certain participation or experience, while the conation element is a continuation of the two previous elements that manifest the desire to carry out an activity. So it can be concluded that interest is based on the relationship between desire from within and outside. The stronger the relationship, the more interest and follow-up activities will be stimulated.

According to Sari and Pangestuti (2018), the elements mentioned above are used as indicators of the process of visiting interest. These indicators are transactional interest, preferential interest, and exploratory interest.

**RESEARCH METHOD**

This research is a qualitative type of research, where the problem in this research is how to develop ecotourism in the Tanjung Papuma area. Qualitative research aims to collect actual information in detail and provide an overview or description of the existing reality. Therefore, this qualitative research approach is the most appropriate to use because development strategies require in-depth analysis. Data collection methods used are interviews and observation.

In this study, the research location was carried out in the Tanjung Papuma area. The Tanjung Papuma area is located in the south of Jember Regency, precisely in Lojejer Village, Wuluhan District, which is about 45 minutes from the city center. This area is a tourist spot managed by Perum Perhutani. This location was chosen because Tanjung Papuma is a beach surrounded by the Malikan Forest. The Malikan forest itself is a forest that is a habitat for various fauna such as deer, partridges, and Javan langurs. This condition is attractive considering that in a tourist area, there is a forest as the original habitat of wild animals. So it is necessary to research how the development of ecotourism can advance the tourism sector in harmony with the surrounding environment. Furthermore, the research begins with preparing research proposals from March 2021. Then, the analysis starts in September 2021 and until November 2021. Sources of data in this study came from primary and secondary data.

**Primary Data**
Primary data in this study is obtained directly by researchers from interviews conducted with informants or resource persons. The selected resource persons are parties who are considered to be able to provide information that can answer the research problem. In this study, the sources are:
a) Perum Perhutani Jember as the manager of the research object.
b) Communities around the object of research who act as managers in the field.
c) Tourists who can be used as informants.

Secondary Data
This study used secondary data to strengthen and complete the discovery of information obtained from observations and interviews. The secondary data used in this study are archives, documents, and statistics related to the study, such as the number of visitors and data about the surrounding community (population, income, and livelihoods). Secondary data about Jember tourism were taken from the Central Statistics Agency and government websites that can be accessed.

RESULTS

From the results of an interview with Mr. Koako, as Site Manager of Tanjung Papuma, he explained that the way to develop ecotourism that can attract visitors, especially for generation Z, is to maintain the naturalness of the Tanjung Papuma area itself. Moreover, Tanjung Papuma tourism is located in a protected forest. Therefore, the natural nuances that are still awake are considered the main attraction for visiting tourists. Nature tourism is considered to have its charm; the more natural it will make tourists want to return.

Ecotourism management cannot be separated from conservation. According to the definition of The International Union for Conservation of Nature and Natural Resources, conservation is a human effort to maintain the sustainability of the use of natural resources from the present to the future (as cited in Asy'ari et al., 2021). One form of effort to maintain the sustainability of natural resources is to make efforts to set aside areas which can be called zoning. For example, the manager provides a special area in the south called Gebang Forest. Gebang Forest is a special conservation area that is left natural and can only be entered for educational purposes. Large trees dominate this place, and there are characteristic palm trees. By providing a special place for conservation and not being used as a tourist spot, the manager claims to be able to maintain the ecosystem in the Tanjung Papuma area. This is also evidenced by the fact that the number of faunas remains balanced, does not decrease, and is even more numerous, especially for the long-tailed macaque species. To protect the ecosystem from external threats such as poaching, the manager checks every visitor at the entrance and prohibits visitors from carrying weapons or other prohibited items.

Generation Z is a generation that has been familiar with technology since childhood, similar to Generation Y, who also grew up with technological developments. Still, Generation Z is considered more capable of operating technology in the form of gadgets that indirectly affect personality, values, and life goals. Haddouche and Salomone (2018) argued that Generation Z grew up with technology, especially the internet. Generation Z uses internet technology to open wider communication through the use of social media. Generation Z is the highest online consumer and is tied to online communication. So to increase interest in visiting Generation Z, managers need to innovate by adjusting the characteristics of Generation Z.

From the results of tourist interviews, Tanjung Papuma Beach is a favorite tourist destination in Jember Regency. The characteristic of the white sand is the main attraction. In addition, its location is not far from the city center and is considered suitable as a tourist destination on the sidelines of busyness because it does not take too much time. Furthermore, Beach tourism that presents the beauty of the beach surrounded by natural forests is considered suitable for tourists to treat fatigue from daily activities.
Although Tanjung Papuma Beach is a popular tourist destination, there are still some things that tourists complain about. Among other things, it is hoped that the manager can improve existing facilities, such as adding attractions in the Tanjung Papuma Tourism Area. In addition to facilities, the tourists mostly complain about its road access. Poor road access is expected to be repaired immediately to facilitate tourist access to the beach. Youth tourists also complain about the price of admission tickets, which tend to be more expensive than other beaches in the Jember Regency. However, because only Papuma beach has white sand in Jember Regency, tourists are still interested in visiting Tanjung Papuma Tourism.

In responding to one of the problems tourists complain about, especially regarding damaged road access and expensive ticket prices, the manager answers with several solutions. The solution provided by the manager is paving the main access road. The manager admitted that this asphalting has become a planned agenda and will be carried out in the next few months. The manager also admits that the tickets are too pricey for the Z generation since they have just entered the workforce, even though some are still students. To overcome this, the manager will add facilities that follow Generation Z’s characteristics, such as photo spots, rides, a cafe on a hill that operates 24 hours, water rides, and so on. The plan to add this facility will be built concerning ecotourism rules. Therefore, from the development process to completion, it does not disturb the surrounding ecosystem. With the additional facilities, the manager expects the tourist will satisfy and feel the ticket prices are worth buying.

**DISCUSSION**

Data sources are triangulated to compare the information obtained from one informant with other informants. By comparing the obtained information, it is expected to know the truth of the information obtained. For example, the following is a triangulation table:

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<th>No.</th>
<th>Indicator</th>
<th>Informant 1</th>
<th>Informant 2</th>
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| 1.  | Conservation      | 1. Carry out tourism development in a predetermined area, not disturbing the existing ecosystem.  
2. The number of flora and fauna every year is maintained. Some species, such as monkeys, even multiply. | 1. Adding facilities in places that do not damage nature and adding greenery.  
2. From interviews with local people as sellers of grilled fish stated that the condition of flora and fauna has not changed, and the sea catch has also not changed. |
| 2.  | Community Empowerment | 1. Absorbing a workforce that prioritizes being filled by local people, collaborating with local culinary entrepreneurs to fill the seafood culinary in Papuma.  
2. With the management's efforts to attract visitors to Papuma, it will lift the community's economy. | 1. The seafood culinary entrepreneur said that the manager provided a place, and he was given the right to manage his own place of business.  
2. The seafood culinary entrepreneur said that the manager had successfully turned Papuma into a bustling tourist spot. |
| 3.  | Education         | Install an interpretation board containing information about tourists are aware of the existence of the | Tourists are aware of the existence of the |
Tanjung Papuma, flora and fauna, and prohibition and warning boards.

4. Visit Interest

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<td></td>
<td>The manager believes that preserving nature around the beach becomes a special attraction for tourists. In addition, several things, such as adding facilities, promotion through social media, and digitizing the system.</td>
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<td></td>
<td>Tourists are motivated to visit because they want to enjoy the beach's natural beauty as a means of refreshing from busyness.</td>
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In developing community-based ecotourism, the manager creates jobs for the surrounding community. The available positions include resort managers, cleaners, and so on related to tourism management in Tanjung Papuma. The available positions are prioritized to be filled by the surrounding community. In addition to employment opportunities, the manager also establishes partnerships with 34 culinary businesses where residents prioritize the owners. Although the culinary business owners still pay the rent, this business brings tourists who will also impact the residents.

The manager has a role in involving the community to be part of tourism in Tanjung Papuma. However, the community is only involved as workers and partnerships for businesses owned by local communities. This is enough to lift the local economy. However, the manager does not provide control for the local community because the manager considers the lack of quality human resources from the local community. Therefore, the positions of control and responsibility are filled by people who are considered more expert than Perhutani.

Tourism education carried out in Tanjung Papuma does not yet have an educational program that is carried out directly. When the research was conducted, the efforts for education carried out by the management were only done by placing interpretation boards in several places. Such as a ban on feeding animals, littering, information boards about tourism, and information boards about animals. However, this is considered less effective because from the observations of researchers, many tourists still lack awareness and violate the prohibitions set. In addition to the lack of awareness of tourists, the vastness of the tourist area and the lack of supervision and firm action from the manager make tourists violate the prohibition.

The management has conducted a fairly effective business to attract Generation Z’s visit interest to travel in the Tanjung Papuma area. The efforts made by the manager are through system digitization and also an active promotion on social media. Promotional content on Tanjung Papuma's social media is also adjusted to the current trend, namely with cinematic videos and influencers' help. What is done by the manager is considered quite effective because it matches the characteristics of generation Z. Since this generation is accustomed to the use of technology and very familiar with social media. In addition, Generation Z is the highest online consumer, where innovation in selling online tickets is expected to make it easier for Generation Z tourists to buy tickets and travel to Tanjung Papuma.
CONCLUSION

According to the data that the researchers have obtained, the manager and Perhutani have implemented ecotourism principles in the management of the Tanjung Papuma Tourism Area. To attract the interest of visiting Generation Z, ecotourism-based tourism is considered capable of being a motive for Generation Z to travel, so the manager's decision to apply ecotourism rules to the Tanjung Papuma Tourism Area is the right decision. The development carried out to attract the interest of visiting Generation Z is carried out by digitizing the system and promoting it through social media to attract the interest of Generation Z because it is considered suitable with the characteristics of Generations Z who are familiar with the technology. In addition, facilities such as photo spots, selfie decks, and cafes on the hill were added.

ACKNOWLEDGMENT

Thank you to the management of Tanjung Papuma.

DECLARATION OF CONFLICTING INTERESTS

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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