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Community Based Tourism and Strengthening of Ecopreneurship for the Development of Ecotourism in Jember

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Abstract:

Tourism is one of Indonesia's attractions and provides a very large contribution to state revenue. Jember Regency has the potential for ecotourism ocean tourism with 7 beautiful beaches ready to be developed. The purpose of this study is to explain how the concept of sustainable tourism through a Community-Based Tourism approach and how to strengthening ecopreneurship to support sustainable ecotourism. Quantitative research methods provide results that community based tourism and ecopreneurship are able to encourage an increase in sustainable ecotourism by prioritizing the potential for ocean tourism and encouraging community capacity development.

Keywords: community based tourism; ecopreneurship; ecotourism.

JEL Classification: L83; Q26; Z32.

Introduction

Tourism has a positive influence on increasing long-term economic growth, so that many countries make the tourism sector a development strategy Schubert *et al.* (2011). Tourism development is needed to encourage equal opportunity to do business and get benefits and be able to face the challenges of changing local, national and global life (Gunarekha *et al.* 2017). Tourism has an important role in increasing the income of a region or country (Lee *et al.* 2019; Scheyvens 2011). The tourism industry also contributes to social and

economic development, both in developed and developing countries. Furthermore, according to (Schubert *et al.* 2011; Buhalis and Costa 2006; Raju 2009) tourism has a huge impact on economic income which can help the economic development of a region or country with a multiplier effect that can be felt by residents around tourist attractions and region. The term ecotourism is also known as ecology-based tourism (Pirselimoğlu Batman *et al.* 2016). The concept of ecotourism is important because in tourism development all parties must be aware of the importance of maintaining environmental sustainability (Zhuang and Liu 2010). In realizing sustainable tourism development the importance of local community involvement and building ecopreneurship character (Albrecht 2010; Schaper 2002; Gunarekha *et al.* 2017). In line with this, it emphasizes the importance that the character of ecopreneurship is determined by entrepreneurial traits and environmental care behavior (Pastakia 2002; Schaper 2002; Schaltegger 2002).

Maintaining environmental sustainability is the most basic thing in marine ecotourism. Currently Indonesia's tourism is the best in ASEAN countries and is ranked 9th in the world. Indonesia is also known to have many of the best ocean tourism destinations in the world. Indonesia has a coastline of 54,716 km and has many beaches and underwater tourism that are ranked in the world's top 10. The best ocean tourism in the world is in Indonesia by offering a very charming underwater beauty. Indonesian diving tourism was also chosen as the best in the world beating hundreds of other ocean tourism destinations.

Jember is one of the regencies in East Java Province which has famous tourism potential including sea, cave, tea and coffee plantation tourism and has an international event which is held every year. Jember is also known to have beautiful beach tourism which is a tourist attraction. The number of tourists visiting Jember Regency reached 1.9 million people, with a composition of 1,994,924 domestic tourists and 3,373 foreign tourists. Furthermore, the marine potential of the tourism sector that can be further developed is that Jember Regency has 7 beautiful beaches, namely Papuma Beach, Paseban Beach, Payangan Beach, Puger Beach, Nanggalan Beach, Bandalit Beach and Watu Ulo Beach (BPS Jember Regency, 2021).

Currently, development is emphasized on the principle of sustainable development (Kainrath 2011; Kyrö 2001), with the concept of sustainable development being adopted into the concept of sustainable tourism development. Ecotourism is nature-based tourism that involves education and interpretation of the environment / nature and is managed in a sustainable manner for the ecology. Community based tourism is a real social economy concept, which is directly implemented by the community and the results are directly enjoyed by the community. This concept is more concerned with the impact of tourism on society and environmental resources (Goodwin and Santili 2009). Ecopreneurship is a concept of developing the world of entrepreneurs in the future by paying attention to sustainability aspects both ecological and economic aspects (Isaak 2002; Dixon 2007). In addition, the character of ecopreneurship in community-based tourism can help increase public awareness of tourism management in their area and for tourists to appreciate the life of local communities (Purnomo and Raharja 2020). The purpose of this study is to identify how the relationship between community based tourism (CBT) and the strengthening of this ecopreneurship character (Gast *et al.* 2017; Halberstadt *et al.* 2019) where this concept is still very wide open to research because there is still limited research that configures this model. The research aims to find a model for the influence of community support on community based tourism.

1. Literature Review

The Influence of Community Based on Ecopreneurship and Sustainable Ecotourism

Community-based tourism is an ecotourism business that focuses on active community

involvement and community-based ecotourism patterns form ecotourism development patterns that support and allow full participation of local communities. Community-based ecotourism is an alternative participatory development planning approach, where the community plays an active role in ecotourism activities (Hernanda, Mindarti and Riyanto 2018).

H1: community based tourism has a significant effect on ecopreneurship.

H2: community based tourism has a significant effect on increasing sustainable ecotourism.

The Influence of Local Government Support on Ecopreneurship and Sustainable Ecotourism

Schaltegger (2002) explains that the activities of an ecopreneurship are required to participate in paying attention to the influence of business activities that care about the environment. Entrepreneurs are considered to be able to contribute in solving the problem of environmental damage through creating new goods and services that pay attention to the environment (Cohen and Winn 2007; Panta and Thapa 2018)

H3: local government support has a significant effect on ecopreneurship.

H4: Local government support has a significant effect on sustainable ecotourism.

The Influence of Ecopreneurship Characters on Sustainable Ecotourism

The character that business people must have in order to maintain their business activities and pay attention to environmental issues (Gast *et al.* 2017), so that this ecopreneurship character is shown to be more concerned about the environment with initiatives to protect the environment (Dean and McMullen 2007; York and Venkataraman 2010; Shepherd and Patzelt 2011) will be able to encourage a sustainable increase in ecotourism.

H5: The character of ecopreneurship has a significant effect on sustainable ecotourism.

2. Methodology

This study uses primary data obtained from respondents' answers through distributed questionnaires. The population of this research is people who live in ocean tourism areas who visit Watu Ulo Beach, Papuma, Puger and Payangan Beach. The research sample was about 90 people according to the criteria to test the hypothesis using the PLS technique.

3. Result and Discussion

The rule of thumbs of supporting a research hypothesis is if the t-statistic value is more than 1.64 (two-tailed) or 1.96 (one-tailed) and the probability value (p-value) is less than 0.05 or 5%. The results of testing the hypothesis of direct and indirect effects are presented in the following table.

Table 1. Result of Path Coefficient and Hypothesis

Variable	Path Coefficient	t-statistics	p-Value	Description
X1-Z	0.575	1.990	0.000	Significant
X1-Y	0.412	4.328	0.009	Significant
X2-Z	0.278	2.098	0.035	Significant
X2-Y	0.407	2.559	0.018	Significant
Z-Y	0.318	2.102	0.023	Significant

Source: PLS processes data, 2021

3.1 The Influence of Community Based Tourism on Ecopreneurship and Sustainable Ecotourism

The results of hypothesis testing show that there is an influence between the variable community based tourism on ecopreneurship because the t-statistic value is 1,990 or $1,990 > 1.96$ and the p-value of 0.000 or $0.000 < 0.05$. The results of the research are in accordance with Singh & Panackal (2018) that community based tourism can encourage the formation of ecopreneurship characters that will form characters to protect the environment and protect environmental damage from visiting tourists through socialization and appropriate approaches.

The hypothesis that shows the influence of the variable community based tourism variables on the increase in sustainable ecotourism shows a significant positive result with a t-statistic value of 4.328 or $4.328 > 1.96$ and a p-value of 0.018 or $0.000 < 0.05$. The results of the study are in accordance with Yuardani *et al.* (2021) that the unique tourist attraction along with the local wisdom of its people are able to create a combination of various tourist attractions and supporting facilities to attract sustainable tourist visits.

Ecotourism has contributed to the development and administration of environment sustainability (Serenari *et al.* 2017), the results of the study show that community involvement, local culture and traditions, local wisdom values, conservation and competitiveness can encourage an increase in sustainable ecotourism. According to the results of this study, it shows that community-based ecotourism in the context of tourism development can be interpreted as a form of development in the use of resources by involving the community as the key holder. Pantin and Francis (2005) emphasized that community based tourism is an integration and collaboration between approaches and tools for community economic empowerment, through assessment, development and marketing of natural resources and community cultural resources.

3.2 The Influence of Local Government Support on Ecopreneurship and Sustainable Ecotourism

The results of the hypothesis test show that there is an influence between local government support variables on ecopreneurship because the t-statistic value is 2.098 or $2.098 > 1.96$ and the p-value of 0.035 or $0.000 < 0.05$. The results of the study are in accordance with Hernanda, Mindarti and Riyanto (2018) that local government support in the form of good governor tourism will be able to encourage the emergence of ecopreneurship

characters which are very useful for ecotourism activities. Zainuri (2012) also emphasized the importance of local government support in realizing a holistic and sustainable ecotourism.

The hypothesis that shows the influence of local government support variables on increasing sustainable ecotourism shows a significant positive result with a t-statistic value of 2.102 or $2.102 > 1.96$ and a p-value of 0.018 or $0.018 < 0.05$. The results of the research are in accordance with (Nugroho 2011; Salazar 2011; Martokusumo 2015) showing that local government support is very influential on sustainable ecotourism while still adjusting to local wisdom and the potential of local communities. Mukaffi (2020) also exemplifies the involvement of the Banyuwangi local government through improving infrastructure in tourist areas, preparing human resources, including web and social media applications to attract tourists to support this ecotourism so that Banyuwangi gets the title of the 10 best cities with the best tourist visits in Indonesia.

3.3 The Influence of Ecopreneurship Characters on Sustainable Ecotourism

The results of the hypothesis test show that there is an influence between local government support variables on ecopreneurship because the t-statistic value is 2.098 or $2.098 > 1.96$ and the p-value of 0.023 or $0.023 < 0.05$. The results of the research are in accordance with Purnomo & Raharja (2020) that strong ecopreneurship will be able to have a significant impact on environmental preservation, a more environmentally friendly business and sustainable ecotourism. Research (Bell and Ruhanen 2016; Aghelie *et al.* 2016; Gast *et al.* 2017) emphasizes the importance of building ecopreneurship characters to support ecotourism.

The findings of the study show that aspects of ecopreneurship character formation such as motives, creative and innovative behavior, always preserving the environment will greatly support ecotourism to be achieved and provide optimal and sustainable results. For this reason, what is the role of the community and local government support in order to encourage the formation of this ecopreneur character to build the sustainable ecotourism.

4. Conclusion

Community based tourism characteristic is a process resulting from community involvement in developing tourism products and services or creating and implementing a tourism strategy. Pitana (2020) emphasizes that the benefits of ecotourism can be directly felt by the local community both for improving family welfare and for the community, while the indirect impact is income for the original income of the area where the tourism object is located. The tourism industry is the most promising sector for the economic growth of a region or a country. This requires community support and the formation of an ecopreneur character that encourages ecotourism to run well.

Sustainable tourism is tourism that can ensure the sustainability of natural resources and socio-cultural life and provide economic benefits to current and future generations so that it can answer the needs of visitors, tourism, environment, and society. Community based tourism emerged from a community development strategy, using tourism as a tool to strengthen the capacity of rural community organizations to manage tourism resources with the participation of local communities. Community based tourism. Conceptually, the basic principle of community based tourism is to place the community as the main actor through community empowerment in various tourism activities. Thus, the benefits of tourism are intended for the welfare of the community.

The problems faced by the local government of Jember are also felt by the community.

If only the government's attention to develop the potential for ocean tourism will certainly have an impact on changing the mindset of the people who really depend on their profession as fishermen, farmers and breeders. Strengthening the potential of the community around the existing ocean tourism objects, the government is expected to improve people's lives for the better.

The government's attention by empowering communities around ocean tourism objects should provide direct benefits to the community in terms of developing the creative economy (ecotourism). This condition must be addressed by the government and the whole community, especially the community around ocean tourism objects by providing assistance in the form of information and capital in the form of entrepreneurship training, business capital so that people are able to improve their standard of living and at the same time change their mindset not to depend on life in the agricultural / plantation sector.

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