



Vol. 4 • No. 1 • Desember 2023

Page (Hal.) : 238 – 243

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

© LPPM Universitas Pamulang

JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : humanisproceedings@gmail.com



Special Issue:
ICOMS2023
The 4th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

Eco Edu Tourism Educatory Environmentally Friendly Tourism

Fitria¹; Sugiyanto²

¹Program Studi Pascasarjana Magister Manajemen, Universitas Pamulang Indonesia

E- mail: fitrialfadri@gmail.com,¹ dosen00495@unpam.ac.id,²

Abstract Eco-education tourism is a type of tourism that combines elements of education and environmental conservation. Eco-tourism aims to increase public awareness of the importance of preserving the environment, in addition to providing educational experiences to tourists about nature and the surrounding environment. Ecotourism can be done in various places, such as national parks, protected forests, conservation areas, and other places that have high natural and environmental value. Eco-education tourism is a type of tourism that focuses on aspects of nature conservation and environmental education. This tour has a big aim of providing various experiences for tourists to learn and understand the importance of preserving the environment. Tourists can be directly involved in conservation activities, such as planting trees, cleaning up rubbish, or conducting research.

Ecotourism tourism is usually carried out in natural areas that are still beautiful and well maintained. Activities carried out in eco-tourism include environmental education, natural activities and cultural experiences. For environmental education activities, this activity can take the form of providing material about the environment, both formally and informally. For natural activities, these activities can include hiking, camping, observing flora and fauna, and other activities related to nature. Meanwhile, for cultural experience activities, this activity can take the form of introducing the culture of local people who live around the tourist area. Ecotourism has many benefits, both for society and the environment. For the community, ecotourism education can increase awareness of the importance of preserving the environment.

For the environment, ecotourism can help protect natural areas from damage and exploitation. The following are some examples of ecotourism in Indonesia: Bromo Tengger Semeru National Park, Ujung Kulon National Park, Komodo National Park, Baluran National Park, Mount Halimun Salak National Park. Eco-tourism is a form of tourism that can provide great benefits to society and the environment. With more and more tourism eco-education being developed, it is hoped that public awareness of the importance of preserving the environment can increase.

Keywords: Ecoedu, Environmentally Friendly Tourism, Educate

INTRODUCTION

Eco-tourism is a form of tourism that integrates elements of environmental education with tourism activities. Ecotourism aims to provide tourists with an understanding of the environment, as well as increasing their awareness and concern for the environment. Tourism eco-education is based on principles, environmental conservation means that tourism eco-education must be carried out in a way that does not damage the environment, education in tourism eco-education must provide an understanding of the environment to tourists, participation means that in tourism eco-education it must involve tourists in conservation activities. Ecotourism can be done in various places, such as national parks, tourist forests and other conservation areas. Activities carried out in eco-tourism can include visits to natural tourist attractions, environmental education and conservation activities. Ecotourism, responsible tourism, forest tourism and sustainable development have become common concepts since the 1980s and ecotourism is a rapidly growing debate in all sectors of the tourism industry. The emergence of an increasingly popular perception among tourists that they care about the environment is increasing with the desire to explore the natural environment.

One day it becomes a challenge to affirm social identity, education, and generate income that can be used to protect the Amazon Tropical Rainforest or Caribbean Reef on an ongoing basis. Ecotourism began in Africa in the 1950s with the legalization of hunting (Miller, 2007). Requirements for implementing the ecotourism concept include, environmental utilization and preservation, economic contribution to local communities, sustainable learning aspects, open areas or cultural areas, minimum negative impacts (Sekartjakrarini and Legoh, 2004). Eco-education tourism is a type of tourism that focuses on aspects of nature conservation and environmental education. This tour aims to provide tourists with an experience to learn and understand the importance of preserving the environment. Ecotourism tourism is usually carried out in natural areas that are still beautiful and well maintained. The activities offered are varied, from trekking, camping, observing flora and fauna, to education about the environment. In general, eco-tourism is a tourism activity that integrates aspects of nature conservation and environmental education. This tourism activity aims to increase tourist awareness of the importance of preserving the environment.

The last two years have been challenging for the tourism industry. The COVID-19 pandemic has had a very significant impact on Indonesian tourism. The decline in the number of tourists, especially foreign tourists, as a result of the implementation of social restrictions (PSBB and PPKM), COVID-19 variants such as Delta and Omicron as well as the closure of international access from various countries has made the tourism industry slump. Looking towards 2022, hopes for the tourism industry to recover are starting to brighten. The vaccination progress that has begun in 2021 is quite satisfactory and provides optimism for the tourism industry to recover more quickly after going through a long struggle that focuses on national economic recovery, the growth of the tourism sector and the creative economy in Indonesia is starting to show the bright side. Increase in the number of local tourist movements and foreign tourist visits in Indonesia. The number of domestic tourist movements in semester I-2023 reached 433.57 million trips, or an increase of 12.57% from 2022. Meanwhile, the number of foreign tourist visits as of July 2023 reached 6.31 million visits, or an increase of 196.85% compared to 2022.

In Indonesia, tourism eco-education has begun to develop rapidly in recent years. This cannot be separated from public awareness of the importance of preserving the environment.



Tourism eco-education has many benefits, both for tourists, local communities and the environment. The following are some of the benefits for tourists, namely providing learning experiences and understanding the importance of preserving the environment, increasing awareness of the importance of protecting the environment, increasing appreciation for nature, creating unique and memorable tourist experiences. Meanwhile, the benefits for local communities are improving the local economy, providing employment opportunities, increasing local community awareness of the importance of protecting the environment.

Meanwhile, the benefits for the environment are increasing public awareness of the importance of protecting the environment, increasing nature conservation efforts and preserving the environment. The government and related parties need to increase public awareness of the importance of preserving the environment, which can be done through campaigns and outreach. Tourism eco-education organizers need to innovate to increase tourist attractions, this can be done by developing interesting and educational tourism activities. According to Latupapua (2007), ecotourism is a term and concept that connects tourism with conservation. Ecotourism is tourism that is environmentally friendly and is a type of tourism that prioritizes tourists' responsibility towards the environment.

According to Suprayitno (2008), ecotourism is a model of responsible natural tourism in unspoiled areas or naturally managed areas which aims to enjoy the beauty of nature by involving elements of education and support for conservation efforts and increasing the economic income of local communities.

RESEARCH PURPOSES

The aim of this research is

1. To provide information to the public about tourism eco-education
2. To educate the public about the importance of tourism eco-education
3. To promote eco-tourism as a sustainable tourism option Increase people's understanding of their role in preserving the environment
4. Become a means to disseminate information and understanding about tourism eco-education.
5. This activity can help increase public awareness about the importance of tourism eco-education, as well as encourage the development of tourism eco-education in Indonesia.

BENEFITS OF RESEARCH

Here are some examples of research-related benefits:

1. To promote eco-tourism as a sustainable tourism option.
2. To educate the public about the importance of tourism eco-education.
3. To provide information about examples of tourism eco-education in Indonesia.
4. To offer solutions for the development of tourism eco-education in Indonesia.

RESEARCH METHODS

The method used is a data collection method: literature study/literature review of several relevant journals and articles and secondary data from several tourist area managers.

RESULT AND DISCUSSION

In fact, conservation tourism is an alternative travel destination that is much preferred by local and foreign tourists. According to data from the Ministry of Environment and Forestry (KLHK), as of 2022, as many as 5.29 million tourists will visit conservation areas in Indonesia, with details of 5.1 million domestic tourists and 189,000 foreign tourists.



The movement of domestic tourists in semester I-2023 reached 433.57 million trips, or an increase of 12.57% from 2022. Meanwhile, the number of foreign tourist visits as of July 2023 reached 6.31 million visits, or an increase of 196.85% compared to 2022 .

CONCLUSION

Eco-tourism is a form of tourism that integrates elements of environmental education with tourism activities. Ecotourism aims to provide tourists with an understanding of the environment, as well as increasing their awareness and concern for the environment. Tourism eco-education has various benefits, both for tourists, local communities and the environment. The benefits of tourism eco-education include:

- 1) Increase tourists' understanding of the environment
- 2) Increase tourists' awareness and concern for the environment
- 3) Increasing the role of society in environmental conservation
- 4) Developing the local community economy

SUGGESTIONS

- 1) There is a need for wider outreach and education about tourism eco-education to the community.
- 2) There needs to be standardization and regulations for tourism eco-education so that this activity can be carried out sustainably and responsibly.
- 3) There is a need to be supported from the government and private sector for the development of tourism eco-education in Indonesia.
- 4) For outreach and education, the government and private sector can collaborate with educational institutions, mass media, and environmental communities.
- 5) For standardization and regulation, the government can make regulations and guidelines for tourism eco-education.
- 6) For support from the government and the private sector, the government can provide subsidies or incentives to ecotourism actors, and the private sector can invest in the development of ecotourism.

ACKNOWLEDGEMENT

Thank you to all parties who helped prepare this journal, not forgetting Mr Sugiyanto as a Marketing Management Lecturer at Pamulang University for his guidance.

REFERENCE

- Gunardi Djoko Winarno, Sugeng Prayitno Harianto (2017) Ekowisata
- Hakim, L., Sunardi, N. (2017). Determinant of leverage and it's implication on company value of real estate and property sector listing in IDX period of 2011-2015. *Man in India*, 97(24), pp. 131-148.
- Husain, T., & Sunardi, N. (2020). Firm's Value Prediction Based on Profitability Ratios and Dividend Policy. *Finance & Economics Review*, 2(2), 13-26.
- Kadim, A., & Sunardi, N. (2022). Financial Management System (QRIS) based on UTAUT Model Approach in Jabodetabek. *International Journal of Artificial Intelligence Research*, 6(1).
- Kadim, A., Sunardi, N & Husain, T. (2020). The modeling firm's value based on financial ratios, intellectual capital and dividend policy. *Accounting*, 6(5), 859-870.

Kementerian Pariwisata dan Ekonomi Kreatif, Sektor Pariwisata dan Ekonomi Kreatif
Tumbuh pada 2024

Lesmana, R., & Sunardi, N. (2021). Futuristic Leadership Through PEKA Analysis Approach. *HUMANIS (Humanities, Management and Science Proceedings)*, 2(1).

Lesmana, R., Sutarman, A., & Sunardi, N. Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(3), 38-45

Luchman Hakim, S.Si., M.Agr.Sc 1997 Dasar - dasar Eko Wisata

Nardi Sunardi Et Al (2020). Determinants of Debt Policy and Company's Performance, *International Journal of Economics and Business Administration* Volume VIII Issue 4, 204-213

Pearaturan Menteri Lingkungan Hidup dan Kehutanan Nomor P.13/MENLHK/SETJEN/KEM.1/5/2020

Regina Rosita Butarbutar, 2021 Ekowisata dalam perspektif Ekologi dan Konservasi

Romadhina, A. P. (2020). Pengantar Ilmu Ekonomi Mikro dan Makro.

Sri Ngabekti, Dewi Liesnoor Setyowati, Sugiyanto R Sugiyanto Sugiyanto (2007) Tingkat Kerusakan Di Dataran Tinggi Dieng Sebagai Database Guna Upaya Konservasi (the Level of Environmental Damage in Dieng Plateau for Database to Conversation Action)

Sugiyanto, E. M. (2018). Earning Management, Risk Profile And Efficient Operation In The Prediction Model of Banking: Eviden from Indonesia.

Sugiyanto, E. M. (2018). Earning Management. *Risk Profile And Efficient Operation In The Prediction Model Of Banking: Eviden From Indonesia*.

Sugiyanto, L. N., & Wanten, I. K. (2020). Studi Kelayakan Bisnis Penerbit Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM) Banten 2020. *Cetak Perdana*.

Sugiyanto, Rachmat Kartolo (2023) Peranan Financial Teknologi Digital Melalui Market Place Dan Online Customer Review Terhadap Keputusan Pembelian Dampaknya Pada Loyalitas Konsumen

Sugiyanto, S. (2018). Pengaruh Tax Avoidance Terhadap Nilai Perusahaan Dengan Pemoderasi Kepemilikan Institusional. *Jurnal Ilmiah Akuntansi Universitas Pamulang*, 6(1), 82-96.

Sugiyanto, S., & Candra, A. (2019). Good Corporate Governance, Conservatism Accounting, Real Earnings Management, And Information Asymmetry On Share Return. *Jiafe (Jurnal Ilmiah Akuntansi Fakultas Ekonomi)*, 4(1), 9-18.

Sugiyanto, S., & Candra, A. (2019). Good Corporate Governance, Conservatism Accounting, Real Earnings Management, And Information Asymmetry On Share Return. *Jiafe (Jurnal Ilmiah Akuntansi Fakultas Ekonomi)*, 4(1), 9-18.

Sunardi, N. (2017). Determinan Intellectual Capital dengan Pendekatan iB-VAIC™ Terhadap Efisiensi Biaya Implikasinya Pada Profitabilitas Perbankan Syariah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 1(1).

Sunardi, N. (2019). Relevansi Intellectual Capital terhadap Harga dan Retun Saham di Industri Perbankan Pemerintah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 3(1).

Sunardi, N. (2022). Liquidity and Asset Growth on Telecommunications Companies Value. *Jurnal SEKURITAS (Saham, Ekonomi, Keuangan dan Investasi)*, 5(3), 299-307.

- Sunardi, N., & Lesmana, R. (2020). Konsep Icepower (Wiramadu) sebagai Solusi Wirausaha menuju Desa Sejahtera Mandiri (DMS) pada Masa Pandemi Covid-19. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 4(1).
- Sunardi, N., & Tatariyanto, F. . (2023). The Impact of the Covid-19 Pandemic and Fintech Adoption on Financial Performance Moderating by Capital Adequacy . *International Journal of Islamic Business and Management Review*, 3(1), 102–118. <https://doi.org/10.54099/ijibmr.v3i1.620>