

PERAN PENTING INSTITUSI PENDIDIKAN TINGGI PARIWISATA DALAM PENGEMBANGAN SDM YANG MEMAHAMI PARIWISATA BERKELANJUTAN



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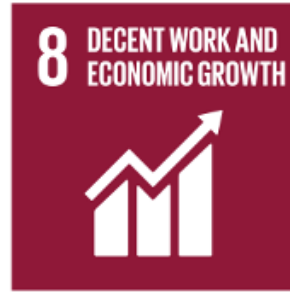
AGENDA

- **PARIWISATA BERKELANJUTAN DAN SDG'S**
- **MENGAPA HARUS PARIWISATA BERKELANJUTAN?**
- **KONSEP PARIWISATA BERKELANJUTAN DI INDONESIA**
- **PERAN PENDIDIKAN TINGGI DALAM PARIWISATA BERKELANJUTAN**



PARIWISATA BERKELANJUTAN DAN SDG'S





TOURISM (Kepariwisataaan)

- Tourism (Kepariwisataaan) is a strategic instrument that plays a major role in achieving the **Sustainable Development Goals (SDGs)** set by the United Nations.
- **SDGs** The SDGs have 17 goals with an achievement target of up to 2030.
- UNWTO underlines the three goals in the SDGs which are the role of sustainable tourism.





wonderful
indonesia 

Balangan Beach

MENGAPA HARUS PARIWISATA BERKELANJUTAN?

Impact for “Unsustainable Tourism”



Ranukumbolo, Semeru



Segara Anakan, Rinjani



Gunung Gede , Jawa Barat



Cagar Alam Pulau Sempu, Malang



Pantai Kuta, Bali



CONSERVATION

NATURAL



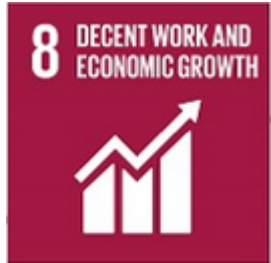
CULTURE AND HERITAGE



ENVIRONMENT



Thus, sustainable tourism should :



Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.



Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.



Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

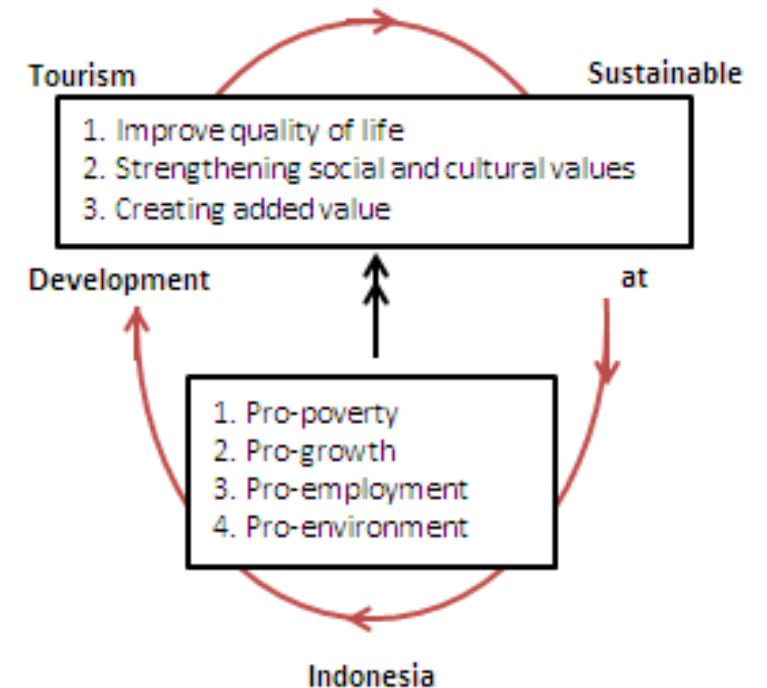


sustainable tourism
indonesia

KONSEP & KERANGKA PARIWISATA BERKELANJUTAN DI INDONESIA

The Concept of Sustainable Tourism in Indonesia

- Based on the "concept of life in balance", sustainable tourism development can be realized more holistically.
- Balanced human relations with God, with fellow human beings and with the natural environment become the foundation for the implementation of tourism in Indonesia.
- UNWTO establishes 2017 as the Year of Tourism for Sustainable Development. This encourages every component in world tourism to manage tourism responsibly and sustainably.



Sustainable Tourism in Indonesia

- Sustainable tourism development in Indonesia uses the framework of the four pillars of National tourism development in accordance with Law Number 10 of 2009 concerning Tourism and PP 50/2011 concerning the National Tourism Development Master Plan.

The four pillars are:

1. Tourism destinations
2. Tourism industry
3. Tourism marketing
4. Tourism institution



1. TOURISM DESTINATION

- The direction of sustainable tourism development starts at the community level at the district, sub-district or village level, development planning starts from tourism resources such as natural, social, and cultural resources available at the local community level.
- Destination development is first carried out at the smallest level because it is considered relevant.

Tourism destination (RI Minister of Tourism Regulation No. 14 of 2016) is a geographical area within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

2. TOURISM INDUSTRY

1. Fostering tourism businesses for local people
2. Facilitating business investment in the tourism sector
3. Facilitating the development and improvement of local workforce skills levels in the field of tourism
4. Encourage the development of attitudes / mentality of local residents who are friendly to tourists
5. Physical development in the tourism industry can be done while still balancing the technical and socio-cultural aspects. The technical aspects are relatively fulfilled with the existence of an environmental impact analysis (EIA) which has become a mandatory requirement in every development. However, horizontal aspects related to social culture must also be considered to avoid friction with the local community.



3. TOURISM MARKETING

- Marketing becomes an important component in the tourism business and introduces a destination.
- The concept of sustainability marketing can utilize conventional marketing techniques and science for good purposes, such as understanding market needs, designing sustainable products, and identifying more persuasive communication methods to drive changes in consumer behavior.
- Sustainable marketing in this case has a role to give consumers further explanation about sustainable tourism products. Although not all products can meet market demand because the development of tourism businesses must still pay attention to natural factors and local values.



Welu Woloan



Dua orang anak Suku Bangsa Minahasa menari Cakalele

4. TOURISM INSTITUTION

- In sustainable tourism development, the institutional element plays an important role, namely demanding the involvement of all stakeholders, namely academics, government, tourism business groups, non-governmental organizations, and the community itself.
- Stakeholders from these various groups must be involved in every stage of tourism development, from planning, implementing, to evaluating on the principle of partnership and openness.

The direction of tourism institutional development policies and strategies:



Coordinate with tertiary education providers in the field of tourism.



Increasing the capacity and quality of tourism education institutions, expanding the majors and interests in building tourism schools.



Participate in and maintain the quality of tourism education organized by the private sector.



**PERAN PENDIDIKAN TINGGI DALAM
PARIWISATA BERKELANJUTAN**

FAKTOR DAN SUMBERDAYA PENDUKUNG

- Pengembangan pariwisata yang sukses juga tergantung pada berbagai sumber daya dan layanan fasilitasi lainnya seperti ketersediaan dan kualitas sumber daya manusia lokal, pengetahuan dan modal, lembaga pendidikan dan penelitian, lembaga keuangan, berbagai bidang layanan publik, dll.
- Agar pengembangan pariwisata berkelanjutan sukses pemangku kepentingan harus dilibatkan dalam proses tersebut.
- Byrd et al., 2008 mengidentifikasi lima faktor dari pemahaman pemangku kepentingan tentang pengembangan pariwisata berkelanjutan: (1) sumber daya alam; (2) perencanaan; (3) masalah ekonomi; (4) kebutuhan pendidikan; dan (5) kesadaran akan pariwisata.



BERBAGAI HASIL PENELITIAN

- Pemangku kepentingan yang pernah mempelajari pariwisata secara formal memiliki pengertian yang lebih baik mengenai sustainable Tourism (Esen Sucuoğlu & Nesrin Menemenci Bahçelerli, 2017)
- Pemerintah Indonesia menyatakan bahwa fokus RAPBN 2020 difokuskan pada beberapa hal utama, salah satunya adalah penguatan kualitas Sumber Daya Manusia (SDM), termasuk SDM di sektor pariwisata, yang memang di usung menjadi sektor unggulan untuk pendapatan negara (Rahman, 2019).
- Penelitian Michelle Millar & Sun-Young Park tahun 2013 dengan judul *Sustainability in Hospitality Education: The Industry's Perspective and Implications for Curriculum* mengungkapkan bahwa keberlanjutan harus dimasukkan ke dalam kurikulum perhotelan karena telah menjadi standar baru dalam industri perhotelan.

PERAN PENDIDIKAN TINGGI BAGI PARIWISATA BERKELANJUTAN

- Menghasilkan sumber daya manusia yang berkualitas dan memiliki pengetahuan dan pemahaman yang baik tentang konsep pariwisata berkelanjutan.
- Menjadi episentrum dalam pengembangan konsep pariwisata berkelanjutan melalui berbagai kajian ilmiah.
- Menjadi pengawal implementasi pariwisata berkelanjutan pada destinasi melalui program STO (Sustainable Tourism Observatory)



Sustainable Tourism vs Pandemic Covid-19



Tata Kelola →
Konsep
Pengelolaan
yang baik,
mitigasi
bencana

Manfaat
Ekonomi →
Konsep
struktur
ekonomi yang
seimbang

Manfaat
Pelestarian
Budaya →
Kearifan Lokal

Manfaat
Pelestarian
Lingkungan →
Kebersihan,
Keamanan,
Keselamatan

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