

The Implementation of the MOA Method in Ecotourism of Buyan-Tamblingan, Bali, Indonesia

I Gusti Bagus Rai Utama

Assistant Professor in Tourism

Universitas Dhyana Pura, Bali, Indonesia

<https://orcid.org/0000-0002-1962-0707>

Corresponding email: raiutama@undhirabali.ac.id

Christimulia Purnama Trimurti

Assistant Professor in Management

Universitas Dhyana Pura, Bali, Indonesia

Email: christimulia@gmail.com

Abstract

This exploration is about The Implementation of the MOA method in Ecotourism Management of Buyan-Tamblingan, Bali, Indonesia was led by a survey and interview in Buyan-Tamblingan Area was structured utilizing a research study that including 30 were measured by 5 Likert scales which directly asked their attitude various indicators which is the research instrument in the form of a confirmatory questionnaire about several influential aspects that will be asked to the Stakeholders by the MOA method which consists of Motivation, Opportunity, ability. The descriptive Statistic can be used to analyze and the results are presented by tables, and figures. The ecotourism which is directly adjacent to the conservation area be able to measure success based on community participation that namely the MOA method which consists of Motivation, Opportunity, and Ability.

Keywords: Ecotourism, Community Participation, Motivation, Opportunities, Capabilities.

Introduction

In developing countries with a diversity of flora and fauna, such as Indonesia, including tourism in the protected area management strategy is seen as desirable, especially from the perspective of economic development. While maximizing economic benefits is an important and primary goal, it still takes into account the sustainability of an area, as a resilient social-ecological system. A strong socio-ecological system is believed to be better able to absorb and adapt to disturbances while maintaining its natural basic functions. The presence and growth of tourism adds complexity to various social and ecological components and presents additional challenges for regional governance. The governance is influenced by the perceptions of tourists who have an interest in the realization of a better quality travel experience (Pedju&Orams, 2013; Arismayanti, et al, 2017).

In accordance with Montes and Kafley (2019), it is explained that ecotourism has been actively marketed as an effective environmental resource and an opportunity to have a meaningful

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influence on the climate for rural communities. They noted that ecotourism has always had the ability to increase biodiversity and culture. Besides that, ecotourism also preserves the habitat of wild animals. Apart from that, ecotourism also improves the economic conditions of the host country (Zolfani et al. 2015). Activities in ecotourism are usually small in scale so they are quite easy to make. Primarily because it is village-based and requires local involvement, the attractiveness of ecotourism that is strategically designed and managed can offer direct benefits that can reduce the burden on other non-productive businesses that require the use of cultural and natural capital. However, to ensure the right direction for ecotourism, there are some basic principles that must be followed. According to Cobinnah (2015), there are many principles put forward by various researchers, but the most common principles put forward by The International Ecotourism Society (TIES). According to TIES, Ecotourism is about bringing biodiversity, culture, and sustainable tourism together.

According to TIES (2015), ecotourism is characterized as responsible travel to natural areas that protect ecosystems, sustain the welfare of local communities, and require understanding and education. ParticipationThe community must include different types of stakeholders at all levels of the cycle including preparation, discussion, consultation, dissemination, and decision making on the progress of the ecotourism market (Sanjeev & Birdie, 2019). While participating in discussions local activities are always able to communicate their views and exchange ideas and expertise with others. This requires the efforts and cooperation of the local community. According to Stone, & Duffy (2015), community-based ecotourism is a type of ecotourism that aims to involve local communities and communities in the management of natural resources with the aim of preserving economic, cultural, and environmental diversity. The main objective of community-based ecotourism is to encourage local communities by involving them in these ecotourism activities and at the same time empowering them to secure their place of residence. Good ecotourism should be based on Motivation, Opportunity, and Ability (MOA) (Sonjai, et al., 2018).

This research tries to find key indicators of community involvement in ecotourism management that can ensure that local communities who are involved and take part in ecotourism activities must uphold the values of ecotourism, minimize negative impacts; build awareness and appreciation of ecosystems and culture; provide positive opportunities for visitors and hosts; provide direct financial benefits for conservation; provide monetary benefits and empowerment for local residents and increase the hospitality of rural communities (Utama, 2020).

Literature reviews

The Evolution of Ecotourism

The concept of ecotourism existed long before the 80s, but the expression ecotourism openly began to appear in tourism papers in the late 1980s. Initially, ecotourism has been shown to provide environmental and economic benefits for all stakeholders of this form of tourism, but it is debatable how these goals can be achieved. (Backman & Munanura, 2017). The expression in the late 1980s was a clear product of the appreciation of fair communities and global ecological activities and is considered one of the most popular concepts of ecotourism: "traveling to relatively undisturbed or undisturbed natural areas with a specific purpose of studying, admiring, and enjoy the scenery and wild plants and animals, as well as existing cultural manifestations (both past and present) that are found in this area " (Lisiak, et al., 2016). Since ecotourism has

become more prominent, its meaning has expanded to include the notion of ecotourism accountability, environmentally responsible destination management, and sustainable growth of local human populations. Ecotourism has been defined from multiple perspectives by policymakers tasked with developing ecotourism destinations, tour operators, tourism organizations, or even academics who wish to contribute to creating a multiplicity of definitions surrounding the word ecotourism (Conway, & Cawley, 2016).

Ecotourism Currently

Ecotourism has been around for several years but nevertheless, the exact concept of ecotourism has been discussed in a vague way. There are also challenges in describing ecotourism without paying attention to basic metaphysical and ethical concepts. However, the most common ecotourism concept is put forward by TIES. In today's world, the term ecotourism has been referred to in various terms such as sustainable tourism, nature tourism, cultural tourism, heritage tourism (Chandel & Mishra 2016). However, there is still debate among authors regarding the characteristics of the term alternative ecotourism (Chandel & Mishra 2016; Masron, et al., 2016).

Although there are differences of opinion among researchers about the characteristics of ecotourism, the current tourism trends should not be ignored in order to grow an eco-tourism business that is in line with the modern world. Most of the theories and concepts of ecotourism in the world are considered outdated as the world moves towards the modernization era. Therefore, scholars put forward three main criticisms of the modernization theory being extended to ecotourism as a form of sustainable development. Regmi and Walter (2016) suggest the first modernization theory to support a false distinction between 'new' and 'traditional'. In this way, the ideals, traditions, and behavior of rural and aboriginal peoples are relics of ancient activities that must be discarded in order to become new and therefore gain a more advanced status. The second hypothesis involves a spreading agenda that assumes that the direction and pace of the transition that has taken place in Western countries are the only path to growth and that this route is slowly occurring at some point. Thus, to be stable and democratic, non-Western countries must follow the same general pattern of development or 'one production paradigm' (Jenkins 2015). The new modernization theory has been criticized for its ethnocentric orientation (Cohen & Cohen 2015). Things that sound strange and bizarre in non-Western countries that are socially marginalized are treated as conservative and orthodox, and as such will be focused on ontological values and perceptions of Western society. However, in the face of such old criticism, a modernist approach to development continues to dominate policy and practice in the South internationally.

Ecotourism Business

It is a common fact that ecotourism has three dimensions, namely being managed in a sustainable manner, environmentally sound, and based on nature. The concept of sustainability is based on two principles (i) to support conservation and (ii) to support the local economy (D'Souza. et. al 2019). Therefore, ecotourism and sustainable tourism may be compared; in a way that ecotourism encapsulates sustainable tourism. Ecotourism is a sub-component in the sustainable tourism sector that seeks to promote sustainability by preparing and managing to promote its environmental and social goals. Ecotourism companies provide various kinds of commodity facilities, such as homestays, health, and wildlife (Mandiri, 2019).

Homestay

Homestays may not be considered to represent a new form of tourist accommodation, but they are likely to gain popularity in the scientific literature as a way to provide significant, complementary, or alternative income to local communities, promote local empowerment, eradicate poverty, attract tourists, showcasing local cultural and natural heritage (Bhalla, Coghlan & Bhattacharya 2015). International tourists also find homestays attractive in search of local lifestyle experiences, tailored service, and real or genuine social experiences with the host, preferring local forms of hospitality, especially in small and sometimes remote rural communities. Homestay programs are often integrated with other community-based tourism activities, such as trekking, camping, bird watching, showcasing traditional cultures and festivals, and so on, to provide a decent income for local communities and to create rich and rewarding interpersonal and cultural experiences for tourists (Bhalla, Coghlan & Bhattacharya 2015).

Food / Culinary

Food is a core component of almost all tourism encounters. However, the significance of food in the tourist experience and its meaning varies based on the wishes and desires of each visitor. Food, in general, can be seen as satisfying individual needs, whether someone is on a trip or not, or it may be the main driving force in motivating tourists to visit certain destinations (Fennell & Markwell 2015). The increasing demand for new cuisines has supported a sizable expansion of food as niche or special-interest tourism. In this situation, food is an attraction, so there is a lot of literature on partnerships like this one between tourism and health.

Traditional cuisine is most often used as a foundation for sustainable community growth, with an increasing increase in farmers' markets, green restaurants, organic food projects, and social initiatives such as food fairs (Shani, 2014). The meaning and importance of conventional food are very complex and highly subjective in multicultural and transcultural cultures. On the social stage, food is always the object of various important activities and gatherings and is closely related to the traditional concept of hospitality. Food can represent ownership and can be a uniting and dividing force. Food is used to define a sense of community identity based on interests, ethnicity, religion, locality, and nationality (Barbosa, 2017). For example, Australia is known for its abundance of fresh seafood. Therefore, tour operators will take advantage of these culinary characteristics when marketing their products, especially if most of the businesses are located in coastal areas or near the coast. Some hosts even offer some exotic food and wine (Fennell & Markwell 2015). Examples of exotic animal species being eaten in Australia as a traditional diet are kangaroos, crocodiles, and, to a lesser extent, promoted too.

Wildlife

Zee (2015) defines ecotourism as ethical travel to environmentally protected places, safeguard the welfare of local communities, and requires understanding and education. This term is particularly relevant to the wildlife ecotourism sector. On the other hand, this concept applies especially with respect to the impact of ecotourism on biodiversity (Buckley, Morrison, & Castley 2016). Ecotourism and biodiversity are related or in conflict with the economic sector (Zanamwe, et, al., 2018). Globally, scientific research has shown that the demand for ecotourism-based goods continues to increase. Ecotourism revenues will also be used to finance biodiversity protection and socio-economic growth to support local communities (Bello,

Lovelock, & Carr, 2017). According to Gutierrez, et. Al., (2019), in Costa Rica, ecotourism provides a large part of the income for research, captivity, and conservation efforts of endangered species, such as the black-and-white ruffed lemur and many species of sea turtles. This type of service is capable of generating 50 times more income than the economic losses caused by human-wildlife conflict. The economic, biological, and behavioral effects of ecotourism on biodiversity have been documented, with less promising findings (Blumstein, et, al., 2017).

Gutierrez et. al (2019) found that ecological and behavioral disturbances caused by feeding animals, littering, collecting artifacts, erosion affecting species survival, distribution, reproductive success, or ecological community structures are caused by the impact of visitors on natural areas. On the other hand, Geffroy et. al (2015) proposed that ecotourism could establish 'human protection' with detrimental effects on wildlife. Under these hostile screens, the animals are accustomed to the perception of the visitor, which may lead to behavioral adjustments, which ultimately makes them more vulnerable to abuse and predation. Meanwhile, the experimental results of Fitzgerald & Stronza (2016) provide strong observations that suggest that mass or inappropriately controlled tourism impacts wildlife species and their ecosystems at several different levels. However, these findings are rarely based on ecotourism activities and implications alone, especially with regard to current ecotourism concepts (Fennell 2014). Blumstein et al. (2017) is a perfect illustration of this claim, demonstrating the detrimental consequences of birds, penguins, aquatic species, oceans and, in general, on the biodiversity resulting from a large number of visitor impacts, thus using the term 'ecotourism' indiscriminately to include them all.

Community-Based Participation in Ecotourism

Community-based ecotourism (CBE) is part of the tourism industry activities that are recently practiced by rural communities in developing countries (Afenyo & Amuquandoh 2014). The criteria for community-based ecotourism are based on the different perspectives of many authors. First, it is known as an efficient tool to increase community empowerment in tourism services. Second, community-based ecotourism activities are managed by the community for their livelihood interests. Third, educate the public to appreciate and manage the natural and cultural resources around them.

According to Pornprasit and Rurkkhum (2017), community-based ecotourism is one type of ecotourism that aims to involve local communities and communities in managing their natural resources in order to preserve economic, cultural, and biological diversity, and this type of ecotourism management is a growing pattern. The ecotourism tradition has shaped community-based ecotourism in the last two decades. The development of community-based ecotourism is considered to have the potential to positively change people's perceptions about the use of natural and cultural resources. Community-based ecotourism makes people value and manages natural and cultural resources more after knowing the benefits they get (De Urioste-Stone, et al., 2015).

The Role of Ecotourism

Various reports have shown the impact of community involvement in ecotourism on local people and the climate. Various studies on community-based ecotourism projects have verified the possible benefits to communities, in special "commercially based" projects.

Increase community participation

Community participation is an important element of community-based ecotourism (CBE) especially for sustainable tourism development (Towner. 2015; Batu 2015). Sustainable tourism according to Stone (2015) is defined as tourism that can maintain its feasibility for an unpredictable period of time and does not disturb humans and the physical environment in which they are located. The drivers of sustainable tourism development emphasized by Stone (2015) are community participation, ownership, and empowerment through the rubric of community-based natural resource management. As emphasized by Stone (2015) that ownership is important for the sustainable development of community-based ecotourism, Chirenje, Giliba, & Musamba (2013) have verified that community participation will be less successful if local people feel they lack ownership. In his research, local communities are excluded from the crucial decision-making process, namely project planning and budgeting, so that the community is less involved because they feel they do not own the project. As mentioned above, community participation is the key to sustainable tourism development and is also an important component in ensuring the successful implementation of community-based ecotourism. According to Bhalla, Coghlan, & Bhattacharya (2016), community participation can be increased through the homestay program. Homestay activities include the involvement of all villagers who contribute explicitly and indirectly to the ecotourism project by providing property for homestay construction and manual labor. To provide food for tourists, farmers supply locally produced crops, dairy products from pets. They can also hold musical activities, tell storytelling, and show local traditions to meet visitor demands. Finally, the aspects of maintenance and security are also taken care of by the local community. The profits from this program are shared equally among the villagers, thus motivating them to work more. In the end, the community bonding became stronger, thus increasing community participation.

Job creation

Another benefit that is recognized as a community-based ecotourism product is based on employment (Gupta & Rout 2016). Afenyo and Amuquandoh (2014) explored the gleaned from a project obtained from an ecotourism project in TafiAtome, a rural community in Ghana. Based on the results of his research, before the development of tourist destinations in TafiAtome, farming was the main income that contributed to the community's economy. Following the establishment of the Monkey Sanctuary as a tourist attraction, a significant alternative source of employment has been created for the local population. It said the TafiAtome Monkey Sanctuary had employed a total of 10 local residents to become members of the local tourism council for two years, during which incentives would be given to others. There are also job possibilities for five area tour guides, two receptionists, and two assistants. In fact, the neighborhood homestay service offers additional income for households participating in the program. Community cultural groups and central storytellers are also regularly involved to attract visitors.

Helping environmental conservation

Some literature shows ecotourism assistance in efforts to conserve animal protection (Afenyo&Amuquandoh 2014; Vanelli, et, al., 2019). Vanelli, et, al., (2019) stated that ecotourism can integrate wildlife conservation with human welfare. For example, researchers studied the relationship between wildlife conservation and ecotourism in Ladakh, India. The latter found that Ladakh has a species of snow leopard and according to the World Wildlife Fund (2019), snow leopards are experiencing a decline in population due to poaching. Vanelli et. al's (2019) research found that tourists willingly travel to Ladakh to see snow leopards. Therefore, a local village in Ladakh took this opportunity to build a homestay program where visitors can stay and see snow leopards. This has indirectly prevented the snow leopard from falling prey to poachers so as to conserve the snow leopard population (Edgell, 2019).

Research Methodology

This exploration was led by survey and interview in Buyan-Tamblingan Area was structured utilizing a research study that including 30 Stakeholders at the end of 2019 (Poerwandari, 2011). This research uses a quantitative descriptive approach by surveying informants who understand the current condition of Bali's tourism destinations. This research informant numbered 30 people, from various institutions and occupations. The attitude of the informants was measured by a choice of 5 Likert scales which directly asked their attitude various indicators which is the research instrument in the form of a confirmatory questionnaire about several influential aspects that will be asked to the Stakeholders by the MOA method which consists of Motivation, Opportunity, and Ability can be used. The motivation for ecotourism development can be measured by indicators (1) money motive, (2) knowledge motive, (3) optimism, (4) villager's mindset, (5) interest, (6) exposure, (7) income, (8) Other Commitments, (9) Fear of outside interference. The opportunity consists of (1) Facilities, (2) Awareness, (3) Beautiful Nature, (4) Training, (5) tourist arrivals, (6) infrastructure. Ability consists of (1) funding, (2) skills, (3) participation, (4) employment, (5) leadership, (6) youth support, (7) cooperation (Sigala, 2012; Leung & Bai, 2013; Rasoolimanesh& Jaafar, 2016). The descriptive Statistic can be used to analyze and the results are presented by tables, and figures.

Results and discussions: Key Factors for the Success of Ecotourism

Profile of Informant

Informant of this survey consist of 50.00% of Buyan-Tamblingan Stakeholder, 33,33% of Academician, 13.33% of Travel Agency, and 3.33% of Government employee. The age of Informant consists of Lower than 30 Years are 23.33%, 31 - 40 Years are 46.67%, 41 - 50 Years are 26.67%, and 51 - 60 Years 3.33% (See Table 1).

Table. 1 Profile of Informant

Profile	Role	Total	Percentage
Stakeholders	Buyan-Tamblingan		50.00%
	Stakeholder	15	
	Academician	10	33.33%
	Travel Agent	4	13.33%
	Government employee	1	3.33%
Age	Lower than 30 Years	7	23.33%
	31 - 40 Years	14	46.67%

41 - 50 Years	8	26.67%
51 - 60 Years	1	3.33%
N Informant	30	100.00%

The Ecotourism of Buyan-Tamblingan

This research, tries to trace tourist perceptions about tourism development in areas that are protected by the state as conservation areas, namely Buyan-Tamblingan Regions, which has natural beauty and some sacred areas in the form of temples. It is supported by the beauty of nature and the authenticity of forest conservation and the uniqueness of people's gardens in the form of native flowers and citrus orchards (see Figure 1).

The stakeholder of Buyan-Tamblingan Region can manage several visitor activities such as: (1) Hiking that permits guests to stroll to investigate all types of magnificence that exist right now characteristic view, and the excellence of ranches comprising of vegetables, organic product, blossoms and fish in the lake. (2) Tour visiting property utilizing carriage. (3) Cycling that should be possible outside the ecotourism area, (4) See and appreciate different sorts of feathered creatures. (5) Children play area, which is explicitly given by the ecotourism to the individuals who come joined by their kids. (6) Some of the cascades and lakes (Utama, Trimurti, 2020).



Fig 1. Buyan-Tamblingan Regions. Foto taken by Tribunews, 2020

Related with this area, the previews research has conducted and identical that this area is having beautiful scenery, latest facilities available, having unique attraction, and ultimately always causing intention to visit. This finding also in line with the research suggestion that stated by Sunaryo and Suyono, (2013), and Sutawa, (2012) where visitor perspective, they hope that (1) the existence of vacation spots related to agro-tourism can be natural beauty. (2) The available facilities that are needed can be in the form of additional public facilities that visitors really need (3) Adequate infrastructure for a vacation (4) Public transportation is available, and other types of transportation (5) Hospitality of the local community (Utama, Trimurti, 2020).

The Implementation of MOA method in Ecotourism Management of Buyan-Tamblingan

The first factor of The Implementation of MOA method in Ecotourism Management of Buyan-Tamblingan is more dominant by the motivation of stakeholders or the local community for an expectation of getting Money, applying Knowledge, Proving Optimism, Opening Mindset, having Interest, incessant exposure, income expectations, existence of Commitments, and also the presence of Fear of outside interference (See Table 2).

Table. 2 Perception of Stakeholder in MOA method in Ecotourism Management of Buyan-Tamblingan

Dimension	No	Indicators	Mean	Remark
Motivation	M1	Money	4,40	Strongly Agree
	M2	Knowledge	4,50	Strongly Agree
	M3	Optimism	4,50	Strongly Agree
	M4	Mindset	4,53	Strongly Agree
	M5	Interest	4,50	Strongly Agree
	M6	Exposure	4,40	Strongly Agree
	M7	Income	4,50	Strongly Agree
	M8	Commitments	4,10	Agree
	M9	Fear of outside interference	4,20	Agree
Opportunities	O1	Facilities	4,13	Agree
	O2	Awareness	4,10	Agree
	O3	Beautiful Nature	4,13	Agree
	O4	Training	4,17	Agree
	O5	Tourist arrivals	4,23	Strongly Agree
	O6	Infrastructure	4,13	Agree
Ability	A1	Funding	4,37	Strongly Agree
	A2	Skills	4,17	Agree
	A3	Participation	4,10	Agree
	A4	Employment	4,20	Agree
	A5	Leadership	4,13	Agree
	A6	Youth support	4,10	Agree
	A7	Cooperation	4,20	Agree

Remark: (1,00-1,80 = Strongly disagree), (1,81-2,60 = Disagree), (2,61-3,40 = Doubtful), (3,41-4,20 = Agree), (4,21-5,00 = Strongly Agree)

The second factor of Ecotourism development in the Buyan-Tamblingan area is driven by the opportunity for Tourist arrivals, Beautiful Nature, the availability of Facilities, Awareness, the existence of tourism training by several universities / NGOs, and the availability of the current Infrastructure (SeeTable 2).

The third factor that also drives the development of Buyan-Tamblingan ecotourism is an ability that is more dominant for reasons of funding, skills, participation, employment, leadership, youth support, and cooperation (see Table 2).

The hope of earning income and getting funding are the most prominent factors in the management of the Buyan-Tamblingan ecotourism. Meanwhile, factors inhibiting the progress of Buyan-Tamblingan ecotourism can be seen in the lack of leadership, lack of support from the younger generation, lack of community commitment, lack of community awareness, lack of community participation, and lack of infrastructure (see Figure 2).

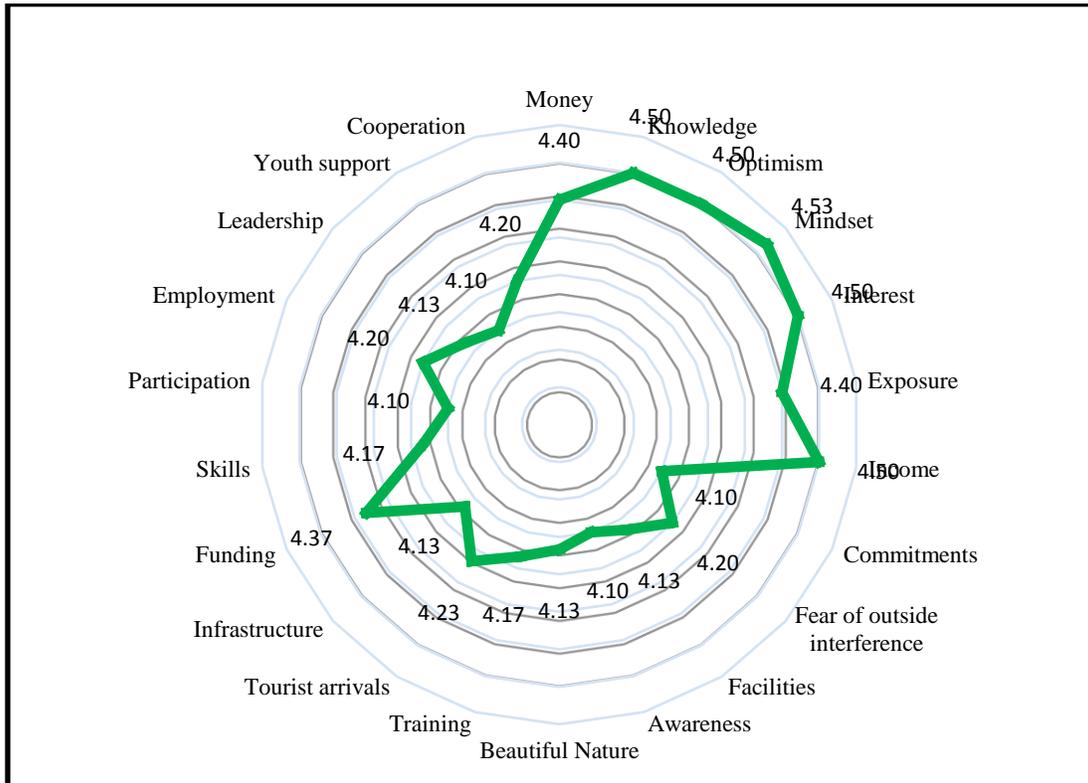


Figure 2. MOA Model by Mean Stakeholders Perception for Ecotourism of Buyan-Tamblingan

On the positive side, the development of Buyan-Tamblingan ecotourism can be even more successful because the public mindset is more open, public knowledge is increasing, and community optimism is increasing as well (see Figure 1). This finding related with the previews research (Utama & Trimurti, 2019) that the ecotourism which is located in the middle of a village can be measured by first that ecotourism can integrate nature and tourism so that (1) a unique tourist attraction that is completely different from other types of tourism, (2) optimally maintains nature according to its main function, (3) can encourage the community's economy as a whole, both the community, investors, and local governments, (4) integrating nature and the tourism system to form attractive tourist attractions in the future. Ecotourism also can be as an opportunity for local workers and attracts government interest (1) can involve local workers as personnel in its operations, (2) attracts government attention to building public facilities, (3) attracts government attention to providing public transportation, terminals, systems visitors safety, information systems

Conclusion

The Implementation of MOA method in Ecotourism Management of Buyan-Tamblingan can be seen by several dimensions that are:

Motivation:the motivation of stakeholders expects of getting money, applying knowledge, proving optimism, opening mindset, having interest, incessant exposure, income expectations, existence of commitments, and also the presence of fear of outside interference. **Opportunity:** the second factor of ecotourism development in the Buyan-Tamblingan area is driven by the opportunity by tourist arrivals, beautiful nature, the availability of facilities, awareness, the existence of tourism training, and the availability of the current Infrastructure. **Ability:**the development of Buyan-Tamblingan ecotourism is more dominant for reasons of funding, skills, participation, employment, leadership, youth support, and cooperation.

The expectation of earning income is the main goal and getting funding are the most prominent factors in the management of the Buyan-Tamblingan ecotourism contrary with inhibiting the progress of Buyan-Tamblingan ecotourism that can be seen in the lack of leadership, lack of support from the younger generation, lack of community commitment, lack of community awareness, lack of community participation, and lack of infrastructure

This study uses only descriptive research method with data and information offered by 30 informants. For the future researches are need confirmation of key indicators of community involvement in ecotourism management for ecotourism which is directly adjacent to the conservation forest, and ecotourism which is located in the village settlement by conducting field studies, and tourist perception.

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