

Research Article

The Challenges of Developing Ecotourism Site from a Transportation Perspective Towards Creative Industry Enforcement

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Abstract.

This study aims to examine how challenges arise in the development of ecotourism areas from a transportation perspective on the enforcement of creative industries. This study was driven by the transportation needs of island communities and tourists to utilize creative industries with the spirit of sustainable ecotourism. Creative industry and sustainable ecotourism are Indonesia's development priorities through the Ministry of Tourism and Creative Economy. Qualitative research and a literature review were used in this study. The Karimun Jawa Islands Ecotourism Development was chosen because it is a conservation area and a creative industry market. Challenges from the transportation perspective provided by the government and third parties pay little attention to sea transportation routes that pass through conservation areas, namely the Panjang Island Conservation Area Line and Karimun Jawa National Park. There is indeed a sea route provided but several obstacles arise when passing through the conservation area. Second, if transportation is not handled it will have an impact on weakening the creative industry. Finally, the construction of new transportation routes is a solution to support sustainable ecotourism, besides that this new transportation route will have a positive impact on enforcing the creative industry.

Keywords: creative, industry, ecotourism, transportation, challenges

1. INTRODUCTION

Tourism has become one of the most important sectors in many countries around the world, and Indonesia is looking to take advantage of this industry. In the last five years, tourism in Indonesia has experienced rapid growth because each region is trying its best to increase their tourism business, supported by regional autonomy which allows them to utilize their potential in increasing Original Regional Income. The development of this potential occurs through efforts to encourage long-term tourism growth [1].

Regional Government plays an active role in regional development planning to improve the standard of living of the community around the tourist attraction to be developed. As tourism dynamics develop, concepts such as sustainable tourism

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development, village tourism, ecological tourism, and educational tourism are becoming increasingly popular, to ensure that tourism runs with community and environmental support in mind. The concept of ecotourism starts from the principle of simplicity and then becomes a guide for coastal communities and surrounding areas to protect their nature. Therefore, the role of the community as supervisors is very important [2]. Besides that,

As one of the regions that is focusing on ecotourism development, Jepara has great potential. Jepara Regency is located on the east coast of Central Java, with its territory mostly surrounded by sea in the west and north, while in the east it is a mountainous area. Jepara Regency is a coastal district with beaches that are more than 82 km long, which offers marine tourism potential that can be exploited to create jobs and improve the regional economy. Tourism potential in Jepara Regency includes natural tourism, marine/beach tourism, religious tourism, historical tourism, cultural tourism, craft centers, and culinary tourism. One of the interesting tourism development projects in Jepara is the Karimunjawa Islands. Because of the islands, The need for efficient means of transportation becomes very important. Apart from sea transportation, air transportation also has an important role [1] [2].

Utilizing the creative economy also plays a big role here. To support sustainable tourism, special support for creative industries is needed. One aspect of this creative industry is the printing industry and batik industry, which supports tourism needs [3] [4] [5] [6].

The creative industry is a sector that is expected to become a sustainable national economic force. This is in line with Indonesia's economic prospects which are projected to become one of the high-income countries in the world by 2030 [7]. However, there are still government policies that do not seem to support each other.

Therefore, research is needed to understand the transportation needs needed to support ecotourism, with a focus on developing potential in Karimunjawa, taking into account the contribution of creative industries and efforts to improve the regional economy.

2. METHODOLOGY

Qualitative research with a case study approach is an approach that is very suitable for investigating research questions that are closely related to the context or situation at hand. Research problems can be explored through various angles, such as a particular industry sector, geographic location, or a particular type of business, such as tourism or

creativity. Various functions, such as accounting, operations, or marketing, can be the object of investigation [8].

Case study research typically involves multiple data sources and diverse methods, so a deeper understanding can be gained by considering research questions from multiple dimensions. The literature sources used can include scientific literature, government reports, and other sources of information to gather information about the challenges in developing ecotourism potential in Karimunjawa, especially in the context of transportation. Descriptive analysis helps provide an accurate picture of existing reality, which is useful for understanding the material being researched. One effective way to test the validity of findings is to carry out triangulation using other methods, in this case, involving respondents as additional sources [8].

In this research, critical analysis is very important, and there are two main reasons for this. First, research needs to meet the needs of transportation facilities in terms of functionality. On the other hand, there are positive impacts that can be obtained from developing or planning ecotourism potential through the provision of sea routes, but these sea routes pass through two conservation areas. Second, the tourism industry, especially ecotourism, is an interesting area for further investigation because it has the potential for a large influence, but often does not receive adequate attention in terms of industrial development needed to support the growth of ecotourism.

3. RESULTS AND DISCUSSIONS

3.1. Indonesia's Development Priorities

Development priorities in Indonesia can change over time, depending on the government in power and the country's socio-economic conditions. Typically, development priorities are outlined in policy documents such as the National Medium-Term Development Plan (RPJMN) and the National Long-Term Development Plan (RPJPN). At the provincial, district, or city level, these priorities are also reflected in the Regional Medium Term Development Plan (RPJMD).

The government has established seven National Priorities (PN) in the Government Work Plan (RKP) for 2023. These priorities include PN 1 which focuses on strengthening economic resilience for quality and equitable growth, PN 2 which emphasizes regional development to reduce disparities and ensure equality, PN 3 which focuses on increasing quality and competitive human resources, PN 4 which highlights mental revolution and cultural development, PN 5 which prioritizes strengthening infrastructure to support

economic development and basic services, PN 6 which focuses on environmental development by improving resilience to disasters and climate change, as well as PN 7 which emphasizes strengthening political stability, law, security and transformation of public services [9].

In the context of ecotourism development, these priorities are included in the categories PN 1, PN 2, PN 5, and PN 6. Furthermore, strengthening the creative industry also receives attention by being included in the categories PN 1, PN 3, and PN 5. Lastly, attention to areas of Conservation is also included in the National Priority with category PN 6.

3.2. Ecotourism Development Challenges

Challenges in the field show that not all tourism destinations receive adequate operational support from various types of tourism businesses, and there is also no effective synergy in creating quality products and services for tourists. As a result, the quality of the tourism industry has not yet reached its optimal potential, and the economic benefits of tourism for the local economy are still not maximized. Efforts to strengthen the structure of the tourism industry also involve increasing synergy and fairer distribution between all parties involved in the tourism industry, thereby creating healthy competition at all levels, including in terms of transportation.

Increasing the competitiveness of tourism products, which includes tourist attractions, tourism facilities, and accessibility, has the potential to increase the competitiveness of Indonesian tourism businesses and industries [10]. Currently, the condition of these three components is still considered inadequate, except in terms of the competitiveness of Indonesia's cultural and natural resources which are very diverse, unique, and interesting. To overcome this problem, increasing the creative industry is one solution that needs to be considered.

Developing environmental responsibility in tourism businesses, whether related to the social, natural, or cultural environment, so that it remains sustainable has the potential to develop a sustainable tourism business network that can increase the competitiveness of the Indonesian tourism industry. However, there are still several problems that need to be overcome, such as the small number of tourism actors in terms of commitment to environmental responsibility and implementation of environmentally sound principles, even though market demand is increasing. Apart from that, there is a lack of incentives for tourism actors who apply the principles of sustainable tourism development, as well as a lack of attention to conservation areas.

3.3. Creative Industries Enforcement

The obstacle to developing the creative economy in Indonesia lies in the limited quality of creative actors, both in terms of expertise in their field and their ability to run and manage a business. The quality of these creative actors has a direct impact on creative industry products, such as batik and printing [3] [4] [5] [6]. The development of this enormous creative economic potential requires support from other development sectors, and one sector that can contribute is ecotourism development.

However, the creative economy sector has not been able to attract investors' interest in investing. Until now, this sector is still considered to lack sufficient attractiveness to attract investment capital. Business prospects in the creative economy sector are still considered low and are considered to have high risks, making it difficult to get financial support from banks [10]. This opinion is also supported by respondents who are direct actors in ecotourism development. The development of the creative economy also still experiences difficulties in accessing the creative product market. This is caused by a lack of distribution infrastructure that can connect Indonesian creative products with a wider market.

3.4. Karimunjawa Islands Ecotourism Development

Karimunjawa is an island located in Jepara Regency and is part of the National Tourism Region (DPN), namely the Semarang-Karimunjawa DPN and the surrounding area. Karimunjawa has an important role in strengthening the competitiveness of the Karimunjawa National Tourism Strategic Area (KSPN), Jepara, Central Java [11].

The development of the tourism sector in Karimunjawa is based on the direction of tourism development contained in the National Long-Term Development Plan (RPJPN) 2005-2025. This RPJPN underlines that the development of the tourism sector must be carried out wisely and sustainably, taking advantage of the diversity of natural attractions and national potential as one of the largest marine tourism areas in the world. Apart from that, tourism development is also directed at supporting economic growth related to preserving the nation's culture. The development concept is then interpreted and implemented by various agencies, such as the Ministry of Tourism, the Ministry of Maritime Affairs and Fisheries, and the Ministry of Environment and Forestry, in the form of regulations in their respective sectors. The implementation of policies for these sectors is carried out by the Central Java Province Youth, Sports and Tourism Service (Disporapar), the Central Java Province Maritime and Fisheries Service (DKP), the Jepara

Regency Tourism and Culture Service (Disparbud), and the Karimunjawa National Park Office (BTNK) as an institution responsible for policy implementation at the regional level [12].

3.5. Conservation Area

Karimunjawa National Park is located in the administrative area of Jepara Regency, Central Java, and most of this conservation area consists of water, with only a small part consisting of islands.

Due to its natural characteristics, the most striking biodiversity in this national park is mainly found in its waters. As a result, the number of flora and fauna on land is limited. However, it should be noted that some of the flora in this area include rare and almost extinct species [13]. The following is the zoning of Karimunjawa National Park:

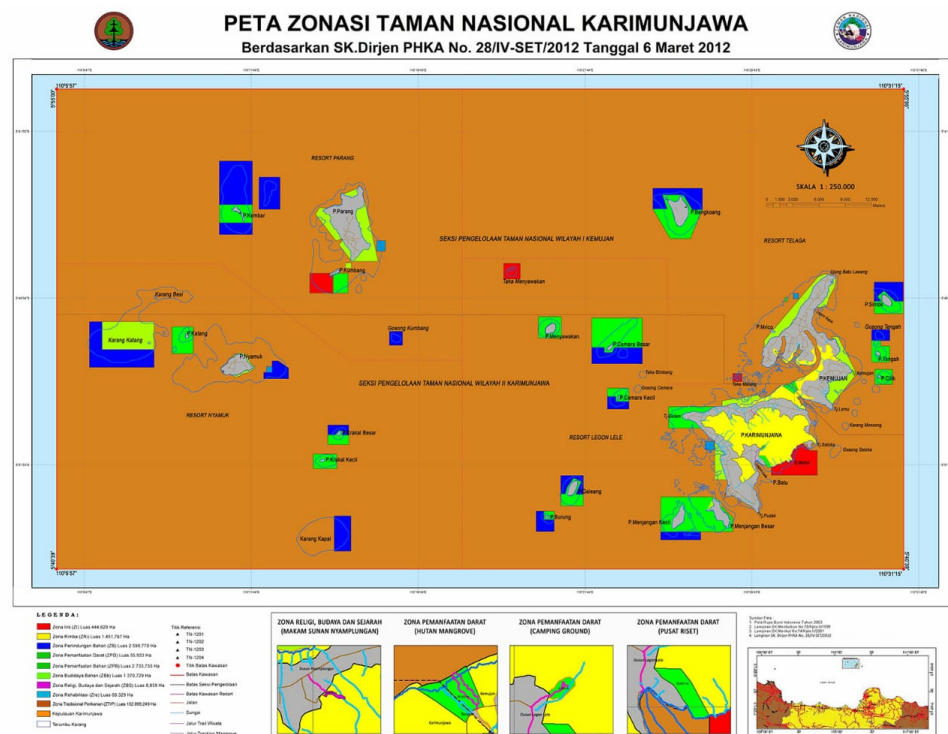


Figure 1: Karimunjawa Conservation Zoning (Source: KSDAE, 2020).

The second conservation area is Panjang Island. Panjang Island, which is one of the Coastal and Small Island Areas in Jepara Regency, is planned to undergo development to support integrated tourism and as a conservation area. This is in line with the policy set by the Regent of Jepara regarding the designation of Panjang Island as a Small Islands Park through Decree Number 522.5.2/728 of 2013, dated 27 December 2013. In this policy, Panjang Island is designated as a small island coastal conservation area

with a small island garden type. Therefore, development on Panjang Island must be strictly limited.



Figure 2: Panjang Island Conservation Area (Source: Bappeda, 2018).

3.6. Transportation Needs

Transportation is very important in supporting the development of ecotourism in the development phase. Even though there is a sea route available, there are several obstacles that arise when passing through conservation areas. Insufficient transportation access, if not addressed, could have a negative impact on weakening the creative industry. Therefore, one of the solutions found is to build new transportation routes that can support the sustainability of ecotourism. Apart from that, the construction of this new transportation route is also expected to have a positive impact on the development of the creative industry. The following are the existing transportation routes available:

The proposed route to secure the conservation area is as follows:

4. CONCLUSION AND RECOMMENDATION

The challenges that arise in developing ecotourism areas from a transportation perspective can be overcome with the ultimate goal being to advance creative industries. The

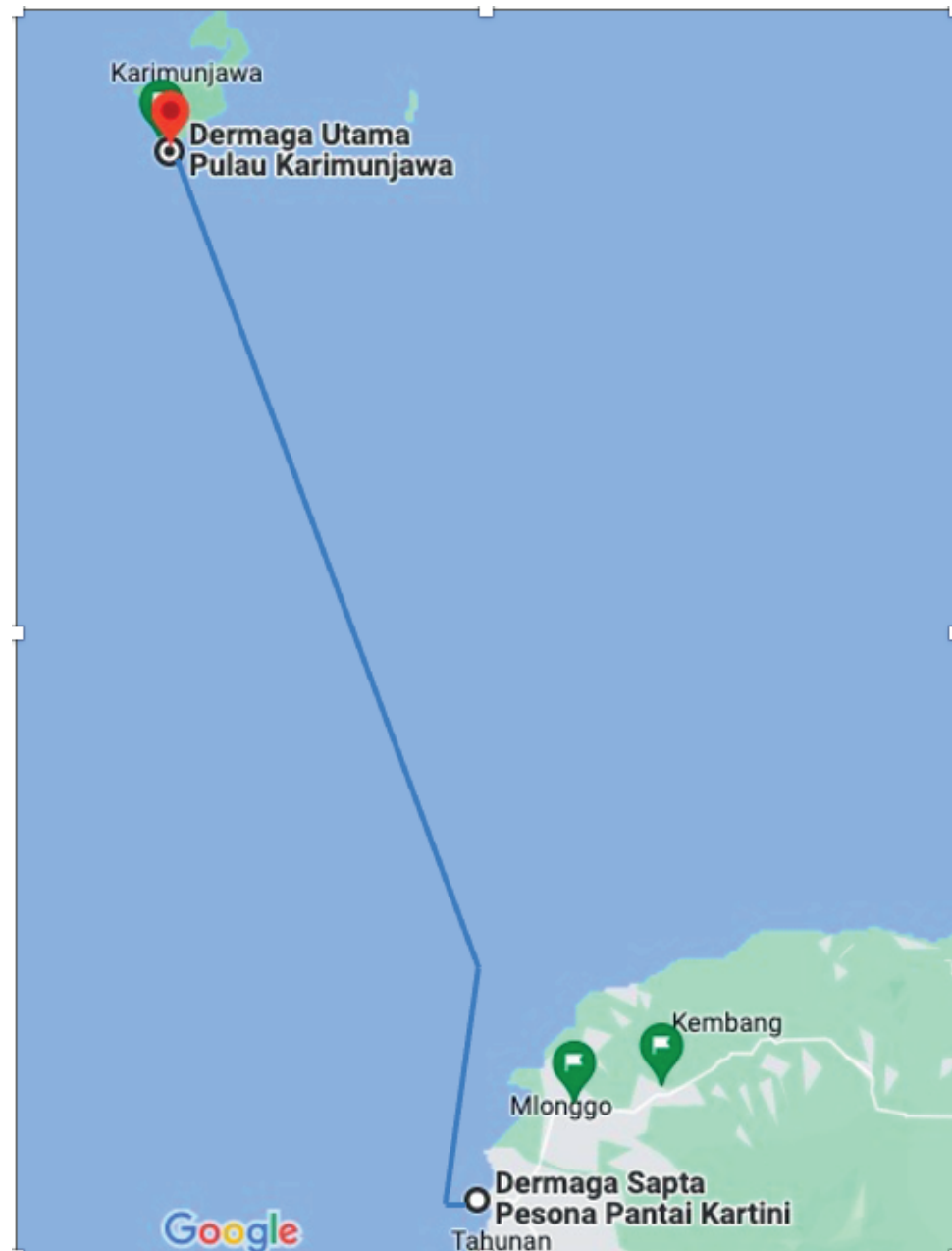


Figure 3: Existing route (source : Google Maps).

transportation needs of the people on the island can be met while still paying attention to conservation areas. At the same time, tourist demand for the use of creative industries can also be met, in line with the national development program which emphasizes the importance of prioritizing creative industries and sustainable ecotourism.

Ecotourism development in the Karimun Java Islands was chosen because this area is a conservation area and market for creative industries, which is also within the National Tourism Strategic Area. The sea transportation route used to reach Karimunjawa crosses two conservation areas, namely the Panjang Island Conservation Area Route and the

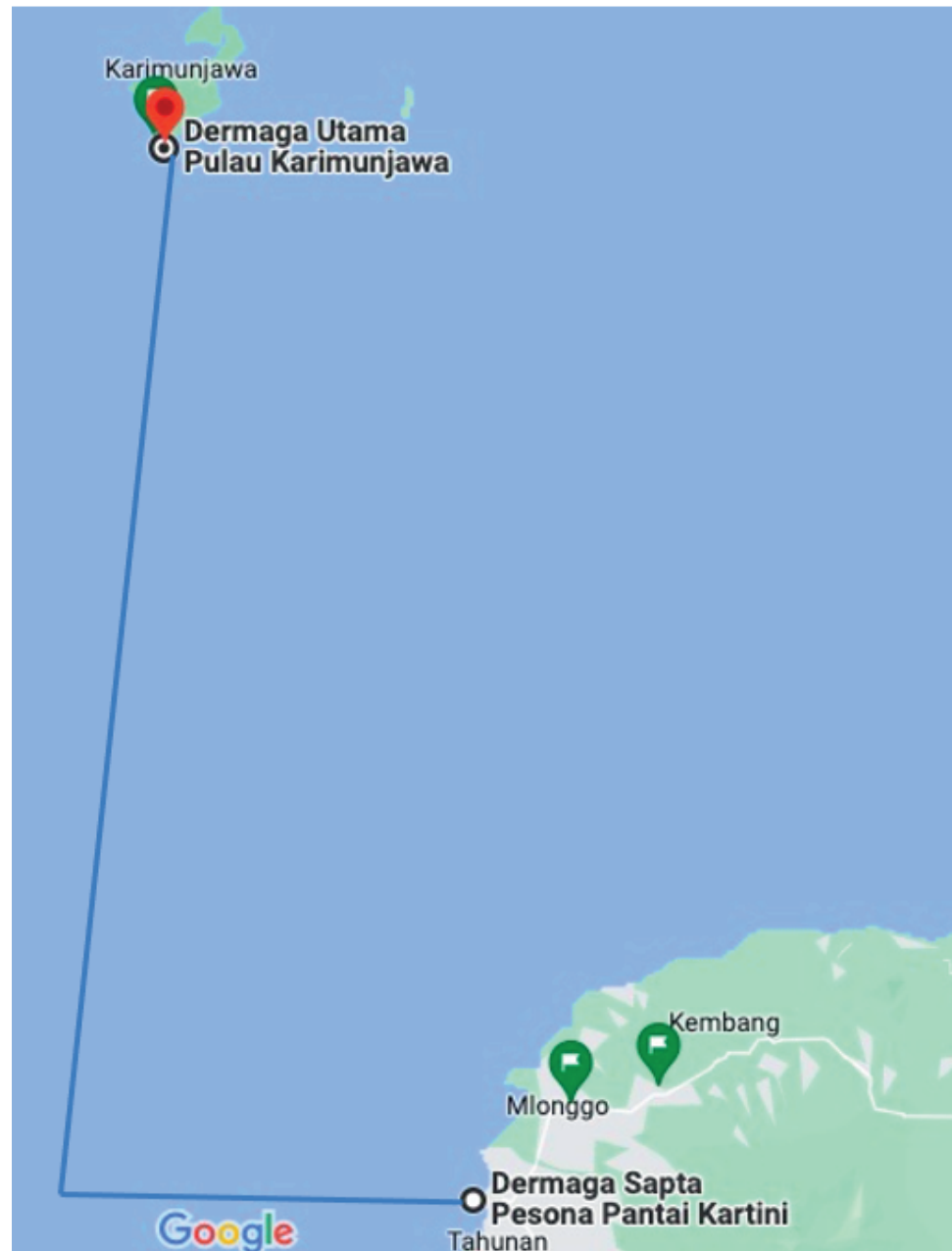


Figure 4: Proposed route (source : Google Maps).

Karimun Jawa National Park. Even though there is a sea route available, there are several obstacles that arise when passing through this conservation area. These obstacles, if not addressed, could have a negative impact on the creative industries. Therefore, as a solution, the construction of new transportation routes is considered a way to support sustainable ecotourism. Apart from that, it is also hoped that the construction of this new transportation route will have a positive impact on the development of the creative industry.

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