

Research Article

Analysis of the Dieng Culture Festival from the Perspective of Sustainable Tourism

Agus Haryanto*, Ivonia Reigita Shandy, Queenna Allen Setyawan

Department of International Relations, Faculty of Social and Political Sciences

ORCID

Agus Haryanto: <https://orcid.org/0000-0002-7381-6700>

Abstract.

Dieng Culture Festival is a tourist activity in Dieng, Central Java, which has become an international tourism event where visitors come from local and foreign tourists. This paper tries to elaborate on how to implement the Dieng Culture Festival from a sustainable tourism perspective. For this reason, the research that forms the basis of this paper seeks to analyze descriptively the implementation of the Dieng Culture Festival. Then, the author collects data in the form of documents and interviews and then the author analyzes the data with a sustainable tourism perspective. This study found that the implementation of the Dieng Culture Festival has fulfilled two elements of sustainable tourism, namely from the economic, and social and cultural aspects. However, this study found that the Dieng Culture Festival has not fulfilled environmental aspects.

Corresponding Author: Agus Haryanto; email: agus.haryanto@unsoed.ac.id

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1. Introduction

Dieng Culture Festival, a tourist event, in 2022 carries the theme "Return of The Light". The event was held again this year and can be visited by the public after previously being held online due to the Covid-19 pandemic. Dieng Culture Festival was originally a ritual event for dreadlocked children. This cultural event held as an activity to preserve culture and tradition as well as to promote the potential for natural and cultural tourism in the Dieng plateau, Central Java.

Tourism is one of the fastest growing sectors in the world and a major source of income for many countries. The tourism industry is community oriented and provides jobs that help revitalize the local environmental economy. However, like other forms of development, tourism can also cause problems such as social dislocation, loss or destruction of cultural heritage, economic dependence, and ecological degradation.

Along with the development of tourism in the world, there are various aspirations from the community and academics so that tourism development also considers the

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code of ethics for tourism development. One of them is Kelly Bricker [1] who reveals the various negative impacts that continue to arise from the increasing level of tourism visits in the world. This fact makes the country think about how to develop the tourism sector while still paying attention to sustainable development.

Furthermore, tourism actors, namely tourism agents, countries, and organizations responsible for tourism in a country cannot act as they please. They must pay attention to the norms and rules for organizing tourism that have been set. For example, in the context of countries, countries that are members of the United Nations World Tourism Organization (UNWTO) must comply with the agreements in the implementation of tourism that have been determined and formulated in the Global Code of Ethics for Tourism. UNWTO is a specialized agency within the United Nations responsible for the promotion of sustainable, responsible and universally accessible tourism.

According to Dwi Suryanto [2], Head of the Banjarnegara Tourism Office, sustainable tourism, tourism has three aspects, namely as follows: (1) Amenity. Amenity are interpreted as tourism actors and the community in tourist destinations is a supporting factor in the success of a tourism activity. This amenity refers to local communities and tourists who visit tourism destinations conducting certain activities with certain goals. Local communities can become a driving factor for tourism success where they can participate in tourism activities in their area such as opening micro-enterprises, opening parking services, or opening homestays. People who already understand well the impact of tourism will take part in tourism development. (2) Accessibility. Accessibility is the ease of reaching a certain location including infrastructure, services, and other supports. Accessibility is especially important to support the tourism sector because it affects the level of difficulty of tourist trips. As an example of accessibility indicators, namely road infrastructure to tourist sites, accommodation, transportation, and public facilities. (3) Attractions. Attractions are actions or activities conducted in tourist destinations that aim to attract tourists to come. The activities conducted usually show things that are characteristic or traditions of the local community around the tourism place. In addition to attractions, it can also be in the form of natural beauty that becomes a tourist attraction.

This paper intends to elaborate how the development of the tourism sector in the Dieng area from the perspective of sustainable tourism. Kelly Becker (2001) [3] states that the concept of sustainable tourism encourages consideration of long-term perspectives, fosters the idea of equality, encourages critical evaluation of tourism, promotes appreciation of the importance of inter-sectoral relationships and facilitates collaboration and collaboration between various stakeholders. This represents significant progress towards the sustainability of tourism, as well as progress towards more conscientious

forms of tourism that sustain and sustain the attributes (social, cultural, environmental and economic) on which the tourism industry is based.

2. Method

This research is explanative descriptive research. In this study, the data sources in the form of documentation and interviews. The documents used in this research are government policy texts and journals. To conduct the research, researchers collect policy texts, journals, and observation reports. Meanwhile, to obtain interview data, researchers conducted in-depth interviews with community leaders and tourism actors in Dieng. Furthermore, this study uses analytical techniques based namely data collection, data reduction, data presentation, and conclusions.

3. Result and Discussion

3.1. Sustainable tourism concept

The concept of Sustainable Tourism was introduced by the World Commission on Environment and development which explains that "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Thus, Sustainable Development is part of sustainable development that considers the needs of the present without compromising future generations to meet their needs. This is in line with the UNWTO (United Nations World Tourism Organization) which defines: "Tourism that takes full account of the current and future economic, social and environmental impacts, and answers the needs of the industry (tourism), the environment and the host community" [4].

According to the International Ecotourism Society, sustainable tourism has three main components "Triple Bottom Line", which holds the following principles:

1. The environment. Sustainable tourism should have little negative impact on natural resources to minimize environmental damage (flora, fauna, habitat, water, life, marine resources, energy use, contamination) and should provide significant benefits to the environment gradually.
2. Social and cultural. Sustainable tourism respects the Indigenous culture and local traditions and maintains its social structure. In the planning, development and monitoring stages of sustainable tourism, all local stakeholders (individuals, local

communities, stakeholders, and local government agencies) should provide guidance for tourism development in these destinations.

3. Economics. Local communities contribute to tourism development in the short and long term. If tourism managers implement this, there will be an increase in the economy of the community in a sustainable manner [5].

The principle of sustainability refers to environmental, economic, and social and cultural aspects and an appropriate balance must be applied between these three aspects to ensure long-term tourism. Therefore, sustainable tourism should:

1. Utilize natural resources optimally and responsibly and support important ecological processes and help preserve natural heritage and biodiversity.
2. Respect all existing cultural heritage and preserve it by supporting it properly and continuously caring for it and contributing to intercultural understanding and tolerance.
3. Provide long-term economic benefits for communities, stakeholders as well as stable productive employment opportunities and social services to accommodate communities and contribute to overcoming poverty.

3.2. Sustainable tourism in Indonesia

Developing countries and sustainable tourism are two things that are interconnected according to their interests. Developing countries usually experience problems in the economic sector such as the unemployment rate, the age of the labor force population, high inflation, and an unbalanced balance of debt payments. Sustainable tourism development is not an effective thing because it is a long-term investment whose benefits cannot be obtained quickly. Developing countries must at once create new industries to be able to suppress the economic problems they face, one of which is the tourism industry. The development of the tourism industry will not require a lot of money, just provide necessary improvements such as providing education related to environmental issues to tour guides and promoting sustainable tourism to visitors. The development of sustainable tourism in developing countries must have an important part in social and economic policies [6].

Sustainable tourism is an important condition for countries in developing their tourism sector in line with the growth of the world tourism sector as an industry that has a major impact on economic growth. Expectations to meet the growing needs of tourism must

be aligned with environmental responsibility as the main object in the tourism industry. Indonesia implements sustainable tourism because Indonesia needs tourist market and tourism industry in the competition, so Indonesia ready to be assessed by the World Economic Forum through the tourism industry competitive index or the so-called Travel and Tourism Competitiveness Index. The assessment component is the use of natural resources and environmental and cultural sustainability. Therefore, Indonesia needs to improve the quality of the tourism industry through the principles of sustainable tourism.

The Government of Indonesia through the Ministry of Tourism has a main program that is prepared following UNWTO guidelines and the Global Sustainable Tourism Council (GSTC). The Indonesian government has made three main programs to meet the needs of sustainable tourism, namely, Sustainable Tourism Observatory (STO), Sustainable Tourism Destination (STD), Sustainable Tourism Certificate (STC). These programs are mutually sustainable in their application so that the three programs that needed in the development of sustainable tourism destinations [6].

The first is the Sustainable Tourism Observatory (STO) Program. UNWTO created a body called INSTO (International Network of Sustainable Tourism Observatory) with the aim of being a material that oversees and improves the performance of each country towards the implementation of sustainable tourism (United Nations World Tourism Organization, 2016). This program is one form of supervision made by the Indonesian Ministry of Tourism which has the aim of meeting the needs of developing sustainable tourism. The supervision conducted is a necessity to evaluate and improve the quality of these tourist destinations. This is an effort to predict emergency conditions or crisis situations to reduce small mistakes that can be fatal to the tourist destination.

Second, the Sustainable Tourism Destination (STD) Program. The Indonesian government is preparing programs to meet the needs of the eco-friendly tourism industry while having a positive impact on local communities in accordance with the guidelines from UNWTO. The purpose of the Sustainable Tourism Destination (STD) program is to increase the contribution of tourism to the local economy, community welfare, preserve cultural values, and protect the environment. The STD program has been started since 2016 in 20 cities that have sustainable tourism potential throughout Indonesia. This program is the application of the sustainable tourism guidelines contained in the Minister of Tourism Regulation Number 14 of 2016 which includes the principles of sustainable tourism and its indicators.

Third, the Sustainable Tourism Certificate (STC) Program. The development of sustainable tourism in accordance with STD and STO is not enough, therefore the ministry of tourism has created a Sustainable Tourism Certificate (STC) program. This program

aims to give an award to tourism destinations whose management is in accordance with the guidelines issued by the ministry of tourism. The guidelines have also been declared to meet the UNWTO and GSTC criteria. Thus, STC is a program to appreciate and recognize these tourist destinations. The purpose of this program is to award the Indonesia Sustainable Tourism Award (ISTA) to destinations that are considered to have good management.

3.3. Dieng and Sustainable Tourism

3.3.1. Analysis of Environment aspect

Tourism and the environment cannot be separated because the natural conditions, culture, and location of tourist destinations affect the attractiveness of tourist objects. Therefore, monitoring and mentoring of environmental conditions in tourist destination areas needs to be carried out regularly and at the same time have careful planning. The Ministry of Tourism Regulation Number 14 of 2016 regulates environmental conservation as a regulation for local governments or tourism destination developers. The guidelines regulate environmental conservation such as water management, industrial waste management, and supervision related to environmental conditions.

In terms of environmental aspects, the Dieng Culture Festival does not meet the criteria for sustainable tourism. In the activities of holding the Dieng Culture Festival there are activities that pollute the environment. It is a dilemma when the lantern festival agenda in the Dieng Culture Festival attracts the attention of tourists but on the other hand becomes one of the factors of environmental pollution. The number of lanterns that were flown was not small, a number with package tickets sold. Meanwhile, every year the ticket quota for the Dieng Culture Festival continues to grow. It is not known where the lanterns fell, or they could have caught fire and caused other losses [6][7].

The environmental conditions around Dieng are hilly areas with high land slopes. The Dieng Plain began to be damaged a lot where there was sedimentation in the rivers which was allegedly the result of potato farming. The impact of potato farming activities caused 1,064 ha of forest to be damaged, even though protected forests are natural protectors, regulators of water management and soil preservation. With the conversion of protected forests into potato farming land, these functions will be reduced.

3.3.2. Analysis of Social and cultural aspect

The impact of the development of tourism is the influence of new cultures that enter. However, this situation is a consequence that occurs not only because of tourists but also the era of globalization that also supports cultural exchange to be more. As an effort to prevent cultural exchange from having a negative impact, tourist attractions are held that involve tourists to participate in local community activities so as to create a cultural acculturation [9].

Local heritage and culture which is one of the attractions of tourism destinations is also regulated in the Minister of Tourism Regulation Number 14 of 2016 which explains that cultural preservation for the community and visitors must be regulated. Tourists have different attitudes from residents due to diverse cultures. Therefore, tourism managers need to have regulations that visitors will obey to prevent conflicts. Integrating local wisdom into tourism development through the active role of the community is the best scenario for realizing sustainable tourism, therefore existing local wisdom must be managed in such a way by local governments, village governments, business actors and local communities [9].

One of the implementations of this aspect in the Dieng Kulon Tourism Village is the Dieng Culture Festival which raises local Indigenous culture, namely the ritual ceremony of cutting dreadlocks. This activity is a series of dreadlocks cutting ceremony for children. The ritual is still conducted today in Dieng. Initially, the cutting of dreadlocks was only a ritual of cutting hair, but since 2006 the tourism manager in Dieng has packaged this traditional ceremony into an attractive attraction for tourists.

In addition, in Dieng there are still well-maintained Hindu temples. These temples are not only used for tourism, but these temples are still used to worship the Hindu Dieng community. The function of the temple in the Dieng complex is as a place of worship of the highest god of Hinduism, namely Trimurti, including Lord Shiva, Brahma, and Vishnu. In addition, these temples are used to perform spiritual events such as *kejawen* (Javanese spirituality) events, and to express gratitude for a success or gift.

The caping festival is the product of the local community's home industry developed by tourists by being creative in painting the caping. The caping media is painted with Dieng cultural art which is expected to be remembered as well as to preserve Dieng culture through the interpretation of the painting. The painted caping can be brought home by tourists as one of the typical Dieng souvenirs created directly by local and foreign tourists.

3.3.3. Analysis of economic aspect

The economic aspect is an important aspect of the concept of sustainable tourism. The economic field must be applied effectively so that local communities feel the impact of sustainable tourism. The main objectives of the economic impact to be achieved at the local community level are the opening of new jobs, infrastructure development and increasing regional income [9][10].

The economic condition in the village around Dieng which used to be dominant from the agricultural sector, where the local community only had a livelihood, namely agriculture because the available land was supportive and very fertile and abundant clear water. They have been doing this livelihood for generations and the main commodity is potatoes, which had become the mainstay of the economy of the Dieng people, even bringing very rapid socio-economic changes and opening the door of its own modernization for the Dieng people.

Since the success of the Dieng Culture Festival which made Dieng what it is today, tourism has become an economic driver. Although not completely leaving agriculture, the existence of tourism is a driver of economic growth there. In fact, almost 90% of residents get economic benefits from tourism, both as sellers of food, souvenirs, tour guides, transportation, homestay providers and others.

In the economic aspect, the Dieng Culture Festival has fulfilled the elements of sustainable tourism. The initial purpose of holding the Dieng Culture Festival event was to preserve Dieng culture and improve the economy of the community around Dieng. Therefore, the implementation of DCF optimizes the role of Dieng youth who were previously less productive. Previously, the community only relied on income from potato plantations and homestays which were visited by very few tourists. With the DCF, productive and creative activities are created for youth and local communities.

With the implementation of DCF, the community tries to provide good and affordable facilities for tourists. The community provides several new facilities such as making a typical Dieng heating stove that attracts the attention of tourists. In addition, the community develops creative home industries (home industries) such as the creation of souvenirs and Dieng cuisine.

4. Conclusion

In developing tourism in Dieng, the government and tourism actors in the area already have thoughts or for the development of sustainable tourism. Although this study

found that the government and society have different concepts of sustainable tourism compared to the definition of international ecotourism community.

This study elaborates tourism in Dieng with three indicators, namely environmental, social and cultural, and economic. Of these three indicators, tourism in Dieng has had enough effort in all three indicators to move towards a sustainable tourism area. The study found that from an economic perspective there has been an increase in income and the creation of new jobs that support tourism development in Dieng. Meanwhile, from a social and cultural perspective, tourism in Dieng has developed tourism that supports local culture. However, this study emphasizes that tourism in Dieng still has weaknesses from the environment where there are still activities such as lantern festivals that pollute the environment and the impact of tourism on forest land loss.

Conflict of Interest

There is no conflict of interest related to the writing or publication of this article.

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