



Ecotourism in Onrust Archaeological Park, Thousand Islands, Jakarta

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Keywords:

Ecotourism,
Societal
Participation,
Cultural Heritage.

Abstract.

This research takes a case study in a cultural heritage tourism area on Onrust Archaeological Park by taking into account the role of local communities. Tourism is an important sector in increasing the economic growth of a country or region. This study aims to improve the welfare of local communities by prioritizing ecotourism aspects. The researcher used a qualitative descriptive analysis approach with data collection in the form of document studies, observations, and semi-structured interviews. This approach is considered appropriate in analyzing, describing, and summarizing the conditions of tourism and the people who work on the Onrust Archaeological Park. In this study, the researcher found that the welfare of the working community can be influenced by 2 reasons, namely, the number of tourists and the availability of contract workers. Ecotourism is believed to be an alternative way to increase the number of tourists and the income of the people working on Onrust Archaeological Park.

Kata Kunci:

Ekowisata,
Partisipasi
Masyarakat,
Cagar Budaya

Abstrak.

Penelitian ini mengambil studi kasus di kawasan wisata cagar budaya di Taman Arkeologi Onrust dengan memperhatikan peran masyarakat setempat. Pariwisata merupakan sektor penting dalam meningkatkan pertumbuhan ekonomi suatu negara atau daerah. Penelitian ini bertujuan untuk meningkatkan kesejahteraan masyarakat lokal dengan mengutamakan aspek ekowisata. Peneliti menggunakan pendekatan analisis deskriptif kualitatif dengan pengumpulan data berupa studi dokumen, observasi, dan wawancara secara semi terstruktur. Pendekatan ini dianggap tepat dalam menganalisis, menggambarkan, dan meringkas kondisi pariwisata dan orang-orang yang bekerja di Taman Arkeologi Onrust. Dalam penelitian ini, peneliti menemukan bahwa kesejahteraan masyarakat pekerja dapat dipengaruhi oleh 2 alasan, yaitu jumlah wisatawan dan ketersediaan tenaga kontrak. Ekowisata diyakini dapat menjadi alternatif untuk meningkatkan jumlah wisatawan dan pendapatan masyarakat yang bekerja di Taman Arkeologi Onrust.

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1. Introduction

Tourism is very important, especially in increasing growth in the economic sector (Bergmann et al., 2017). Tourism provides 10.2% of the world's GDP and generates 290 million jobs worldwide (Suci et al., 2020). The development of the tourism sector can have a considerable impact on the economy related to industries such as travel agencies, restaurants, photography services, water taxis, and other Micro, Small, and Medium Enterprises (MSMEs). However, the problem in Indonesia is that it does not have loyalty towards tourism, the government is considered as not serious, especially regarding global tourism competition that is getting stronger (Rohman, 2020; Nguyen & Nguyen, 2021). To answer this question, ecotourism is considered as a concept that can increase tourists and the economy by taking into account the potential and impact on the surrounding environment (Hena et al., 2021). Ecotourism can be interpreted as a trip to natural places with the aim of learning, admiring, and enjoying the scenery of flora and fauna, as well as the forms of manifestation of developing existing communities, both from the past and the present (Wondirad, 2007). Ecotourism is a very

important part of the tourism industry because it can support the regional economy and it's society (Brillo & Simondac-Peria, 2021).

Onrust Archaeological Park is a group of islands consisting of Onrust, Kelor, Cipir, and Bidadari. The island cluster is a cultural heritage and tourism area which is now experiencing a decline in popularity. One of the problems encountered is the amount of revenue for regional destinations and the number of tourists in 2016-2021 which has decreased each year. This is exacerbated by the COVID-19 pandemic changing the perceptions regarding tourism (van der Merwe et al., 2021). It is known that there was an outbreak of the COVID-19 disease and the implementation of social distancing until 2021 caused the number of tourists at the Onrust Archaeological Park to be only 23,135 or experiencing a decrease in tourists each year. (Jakarta Maritime Museum, 2021).

The study in this research is crucial, which includes sustainability in tourism. Tourism activities that are not well-planned can lead to negative perceptions among the public, so it will have adverse consequences if they are not managed accurately, especially for people living in the islands (Yeniasir & Gökbulut, 2018). Involving local communities in developing tourism is important because opinions, ideas, and thoughts about tourism development feel that they contribute towards economic, social, and environmental preservation in the region (Meimand et al., 2017). This study seeks to involve local communities with the concept of ecotourism to achieve prosperity by utilizing the availability of nature.

2. Literature Review

2.1. *Ecotourism*

Ecotourism has been studied in Indonesia for the past decade, especially in Java and Bali as the tourism sector grows (Asriyani & Verheijen, 2020). Ecotourism itself is a trip into natural places to study, admire, and enjoy the scenery of flora and fauna as well as forms of cultural manifestations of existing people, both from the past and the present. The definition of ecotourism has been agreed upon by UNWTO in the 2002 International Year of Ecotourism as follows:

1. Forms of nature tourism activities that motivate tourists to enjoy and appreciate nature and it's existing culture
2. It contains knowledge.
3. Empowering local communities as part of tourism
4. Minimize negative impacts related to socio-cultural as well as environmental
5. Provide support for ecotourism attraction in the form of empowering local communities or organizations to earn economic income, providing employment opportunities for local communities, and increasing awareness of nature and cultural conservation, both among residents and tourists.

From this definition, it can be concluded that ecotourism does not only concern tourism areas that do not damage the environment but how the area accommodates the social and economic conditions of the existing community or society. Therefore, ecotourism provides an alternative way so that the community can continue to grow. This is so that the area in it will always be sustainable (Wondirad, 2019). With the current growth of sustainable development in various countries, ecotourism is recognized worldwide as a national development strategy in promoting the environment/culture/conservation including increasing the income (Brillo & Simondac-Peria, 2021).

Ecotourism development must pay attention towards all economic, social, and environmental aspects and be based on the principles of sustainable development (Yekani Motlagh et al., 2020). Ecotourism can also be broadly conceptualized to include dimensions of environmental conservation, social

welfare, and economics, which are generally considered to take place in a natural setting (Phelan et al., 2020). Without environmental conservation, ecotourism will only be a form of nature-based tourism that focuses on commodifying nature for economic gain. This of course does not characterize how the relationship between humans and nature should be. Ecotourism destinations should benefit in the form of increasing and protecting natural resources because these resources are the most important part in support of the ecotourism industry and the driver of all its economic benefits. (Boley & Green, 2016).

According to Rodríguez and Mayett (2019), ecotourism can be interpreted as responsible travel towards nature in terms of protecting the environment and improving the welfare of residents. Ecotourism is tourism that depends on natural attractions, that is, by depending on unpolluted natural conditions and atmosphere. Ecotourism puts itself in the function of protecting environmental functions, especially protecting the environment that depends on tourism which requires financial support (Maciejewski & Kerley, 2014). Therefore, the concept of ecotourism can also be interpreted as the development of a sustainable tourism model (Kaharuddin, 2020).

Based on the Regulation of the Minister of Home Affairs No.33 article 1 concerning Guidelines for Regional Ecotourism Development (2009), Ecotourism is a nature tourism activity in a responsible area by taking into account elements of education, understanding, and support for natural resource conservation efforts, as well as increasing the income of the local community. Furthermore, ecotourism actors are the government, local government, the business world, and the community engaged in tourism. Therefore, the sustainability of the value of ecotourism depends on the actions of humans themselves. The relationship between sustainable development in tourism is close. Although it is difficult to not damage the environment when visiting a certain environment, with knowledge about ecotourism, humans can reduce the environmental damage itself.

2.2. *Societal Participation*

Many studies assess that the creation of societal participation can enable social transformation and encourage together to achieve the desired interests (Khair et al., 2021). In general, societal participation can provide service benefits towards tourists to get positive feedback on their arrival (Junaid & Fauziah, 2019). Based on Government Regulation No. 45 of 2017 concerning Societal Participation in the Implementation of Regional Government, it is explained that what is meant by the community is individual Indonesian citizens, community groups, and/or Community Organizations, while societal participation itself is the role of the community to channel aspirations, thoughts, and interests in the administration of local government. From the problems encountered in the Muara Kamal village that this area has the potential to be used as a tourist spot because tourist access to the Thousand Islands is through this village. However, road access, unsanitary conditions, and the lack of empowerment of societal participation have caused tourists to choose to go through the Angke pier (Larasita et al., 2020)

Societal participation is one of the sectors of ecotourism that provides a tourist attraction and contributes towards environmental and community conservation (Putri, 2018). According to Priatmoko (2021), societal participation itself is a form of sustainability for a tourist attraction. In essence, societal participation balances activities for sustainability by considering economic, social, and environmental aspects. Therefore, societal participation in tourism is very important, so to achieve this, a win-win solution is needed because tourism development often gets rejected by the community due to a lack of understanding of perceptions and aspirations by the community itself (Praptiwi et al., 2021). According to Poort (2021) in increasing tourist attraction, local societal participation needs to be included to provide unique experiences for tourists, such as offering satisfaction within the area.

Basically tourists who visit a destination want a pleasant experience. The role of societal participation in tourism encourages active communities so that the tourism area has attractiveness. The form of societal participation can be in the form of developing or managing the potential that exists in the tourism area (Yulianie, 2015). Characteristics of societal participation are a factor in increasing tourist attraction so that tourists visit. Therefore, the community needs to work hand in hand to provide a supportive social environment to provide tourist attraction satisfaction (Dickinson et al., 2017).

The concept of community-based tourism participation or commonly called Community Based Tourism (CBT) is a tourism activity that is operated, managed, or coordinated at the community level to contribute and prosper through sustainable livelihoods while protecting the natural and cultural heritage resources (The ASEAN Secretariat, 2016). The following principles need to be integrated to achieve CBT criteria and indicators.

1. Engage and empower local communities
2. Establish partnerships with relevant stakeholders
3. Obtaining recognition/identity by relevant authorities
4. Improving social welfare and maintaining harmony
5. Deliver transparent and fair benefits
6. Improve relations with local and regional economies
7. Respect local culture and traditions
8. Contribute to the conservation of natural resources
9. Improve the quality of the visitor experience by strengthening the quality of the destination through interaction with the tourists
10. Have a direction towards financial independence.

Societal participation is the participation of a person in a social group in taking part in activities that exist or are outside of work. Community involvement implies participation in development, starting from analyzing, how to overcome it, confidence in solving problems, and making decisions (Dyah, 2018). The rich historical and cultural value of the Onrust Archaeological Park makes the community always care about in protecting and preserving this area. Therefore, community participation generally provides space for those who live to be involved in participating in increasing the attractiveness of the destination. Openness is a democratic principle that allows people to participate actively (Khairi, 2019).

2.3. *Cultural Heritage*

Cultural heritage, in the broadest sense, is a product and a process, which gives society a wealth of resources that are inherited from the past, created in the present, and provided for the benefit of future generations (UNESCO, 1999). Meanwhile, in Regulation No. 11 Article 1 concerning Cultural Conservation (2010), it is explained that cultural heritage is a material in the form of cultural heritage objects, cultural heritage structures, cultural heritage sites, and cultural heritage areas on land and/or in water that needs to be preserved because they have value. important for history, science, education, religion, and/or culture through the determination process.

Cultural heritage itself is in the form of buildings, sites, areas that have a historical value that can provide tourist attraction (Kartika, 2017). Cultural heritage is a symbol that has historical and cultural values which will be interpreted differently from generation to generation (Hapsa & Putra, 2020). It is undeniable that the components of cultural heritage and historical value are components that have investment value and benefit the local community if managed properly (Al-Ansi et al., 2021). Today the use of cultural heritage has developed into a massive tourism industry. Therefore, management is needed to balance the preservation of objects with their use (Jaya et al., 2019). The process of

promoting cultural identity requires political control and acculturation (Yeh et al., 2021). The Cultural Heritage Area, even though it is part of the era, needs to be transformed and innovative to remain relevant and accepted by contemporary society. The existence of an indigenous cultural atmosphere is an important way to encourage tourism to provide information and pleasant experiences so that it attracts tourists to arrive (Campoy-Munoz et al., 2017). Therefore, cultural heritage needs to be protected and preserved to foster national identity and interests (Literature & Ali, 2020).

Cultural heritage can survive if the value of education, research, and development of the site continues to be channeled or is not at a standstill. Making cultural heritage a part of tourism is one of the actions so that cultural heritage areas continue to be useful (Dastgerdi et al., 2021). On the other hand, interpretations of cultural heritage areas such as historical values, tourist attractions, and local creative businesses attract tourists to provide growth towards the local economy. (Jos et al., 2021). Good interpretation also provides benefits to the local environment, builds knowledge about local culture between communities and tourists so that these results make local people have value and influence, and form good and commendable attitudes (Ham, 1992; Nowacki, 2021).

According to Deb & Lomo-David (2021) what becomes a tourist attraction in visiting a cultural heritage is the authentic value of the cultural heritage itself. In Indonesia alone, there are hundreds of cultural heritages in various regions. The cultural heritage can be in the form of palaces, forts, houses, islands, and other historical places. In addition, the management of cultural heritage is also regulated in Regulation No. 11 of 2010 concerning Cultural Conservation. The law explains that every activity related to government cultural heritage needs to involve the community starting from management, funding, supervision, research, and so on. Therefore, the government's role in managing cultural heritage is expected to provide an active role and increase the economy of the community. In the same regulation in point 21 it is also explained that the management of cultural heritage is as much as possible for the welfare of the people. Onrust, Kelor, and Cipir islands are one of the many cultural heritages in DKI Jakarta. The area was inaugurated as a cultural heritage area by the Governor of DKI Jakarta Basuki Tjahaya Purnama in 2015. One of the cultural heritage entries on the island is the heritage of objects and historical values by the Dutch during the colonial period (Mira et al., 2019).

3. Material and Method

The approach used in this research is qualitative. The data collected in this study used literature study, observation, and semi-structured interviews. Researchers also made observations on tourism activities at the Onrust Archaeological Park to find out the conditions and become a reference in providing interview question points. Semi-structured interviews were conducted to explore tourists and local people working in Onrust Archaeological Park. The interviews asked about economic income, social values, and the existing eco-tourism potential. In a semi-structured interview, the researcher will open up questions and allow new questions based on the correspondent's answers (Eichelberger et al., 2021). The literature study was obtained through data and information held by the Maritime Museum - DKI Jakarta Culture Service as the full manager of Onrust, Kelor, and Cipir Islands. Literature studies are needed to enrich the researcher's information in conducting analysis. In addition, literature studies are considered as a complement to the use of observation and interview methods in qualitative research (Nilamsari, 2014).

After the research data was collected, the researcher used qualitative descriptive analysis to conclude the data from the situation that occurred. The use of descriptive analysis techniques includes research by systematically, objectively, factually accurate descriptions of the ongoing case studies. (Judge, 2019). Analyzing data is an effort to find and systematically organize notes from observations to increase the researcher's understanding of the research being studied. Therefore, data collection and analysis activities cannot be separated from one another (Rijali, 2018). In this research, the descriptive

approach focuses on the condition of tourism, local communities, and the potential of ecotourism in the Onrust Archaeological Park.

4. Result dan Discussion

4.1. Tourism Condition

Based on the data obtained, the number of tourist visits to the Onrust Archaeological Park has decreased each year. In addition to a decrease in attractiveness, the Covid-19 pandemic also caused people's concerns to travel. In the period between 2019 and 2021, the number of tourists fell quite significantly. On the other hand, the decline in the number of tourists at the Onrust Archaeological Park has an undeniable impact on the Retribution for the Tourism Sector. The data shows a very significant decrease in the number of tourists and income. The following is a graph of the number of tourists and the Revenue of the Tourism Sector at the Onrust Archaeological Park for the period 2017 to 2021.

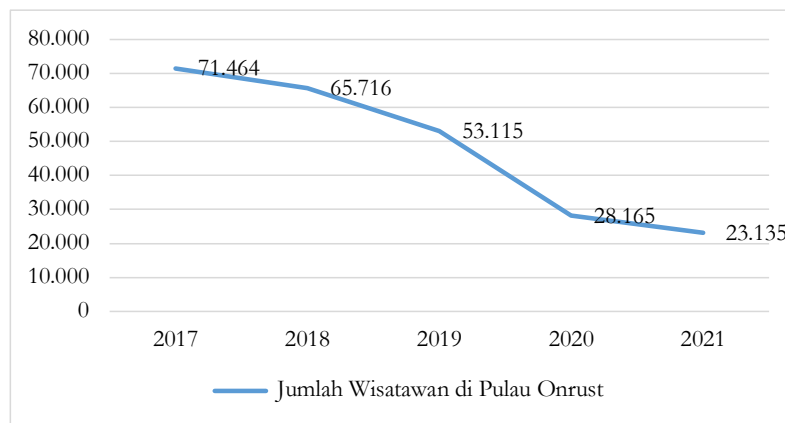


Figure 1. Graph of Number of Tourists at Onrust Archaeological Park

Source: Jakarta Maritime Museum – Tourism and Culture Office of DKI Jakarta Province (2022)

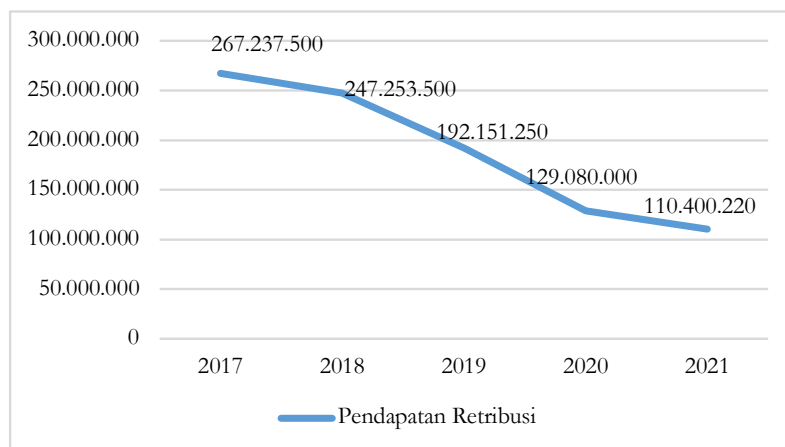


Figure 2. Graph of Retribution Revenue from the Tourism Sector at Onrust Archaeological Park

Source: Jakarta Maritime Museum – Tourism and Culture Office of DKI Jakarta Province (2022)

The decline in the number of tourists has an impact, including community income and concerns about the sustainability of cultural heritage if it is not visited (Dastgerdi et al., 2021). Based on historical values, this island used to have a very popular attraction. Among them is the strategic location of this island as a defense of Batavia, shipbuilding, to quarantine the hajj. Researchers consider that the current condition of the Onrust Archaeological Park is less than ideal and interesting to visit. This can be seen from the inadequate facilities, complicated transportation access, and the selling value of cultural heritage-themed tourism which is less attractive to tourists.

Based on the results of structured interviews with visiting tourists, tourists think that currently enjoying the Onrust Archaeological Park is not enough just to offer historical education. Because tourists want to get a pleasant experience not only limited to knowledge. Therefore, the sustainability of cultural heritage depends on the ability of the government and the community to manage tourism areas (Kioussi et al., 2020).

4.2. The Role of Local Community

In addition to the cultural heritage buildings found in the Onrust Archaeological Park, other things that are interesting tourist values to use include beaches and culinary delights. In Onrust Archaeological Park, it is known that 60 local people work in various sectors. 43 people work as staff at the Onrust Archaeological Park such as tour guides, ticketing, cleaners, security, and so on. In addition, the rest work as private workers such as beach tourism vehicles and traders. The local community itself consists of 50% from Untung Island (commonly called islanders) and 50% from the coast of Jakarta (commonly called mainlanders).

Currently, the people who work as staff of the Onrust Archaeological Park are contracted in government recruitment named Other Personnel Service Providers (PJLP). They think that their involvement in working at the Onrust Archaeological Park is very helpful from an economic perspective. The income they receive is based on the minimum wage in DKI Jakarta or around Rp. 4,641,854 in 2022. The staff who work assess that even though there is a decrease in tourists, this has not affected their income so far. The economic factor is the main factor that attracts the staff to work at the Onrust Archaeological Park. They believe that the contract status of the PJLP is better than when it was managed by outsourcing. The presence of outsourcing causes the salaries they receive to be not as much as those obtained when under the auspices of the government due to cuts made by third parties. The following is a picture of the activities of the Onrust Archaeological Park staff explaining the history and biodiversity of the Onrust Archaeological Park.



Figure 3. Onrust Archaeological Park staff explains the history and biodiversity of Onrust Island.
Source: Personal Documentation (2022)

On the other hand, private workers assess the amount of their income is very dependent on the number of tourists who come. They argue that before the pandemic the income they got was considered very sufficient to meet their daily needs. However, with the Covid-19 pandemic and Social Distancing policies in crowded areas, they feel the economic impact of the decline in tourists. The decline in has reached 80% since the onset of Covid-19. Economic growth itself can only be achieved if the economic development process involves the government and the community in managing natural resources which aims to increase economic activity and create jobs (Mafruhah et al., 2018). This is in line with the opinion of the community that their presence in Onrust Archaeological Park is not only to meet economic needs, but is supported by empathy towards caring for and maintaining the existing ecosystem.

4.3. Ecotourism Potential in Onrust Archaeological Park

Onrust Archaeological Park is a cultural heritage area that has its uniqueness. In addition to having unique historical buildings, they also have ideal ecological conditions for city tourists to travel with natural nuances. Cultural heritage and tourism areas must be transformed into providing information and pleasant experiences so as to attract tourists to come (Campoy-Munoz et al., 2017). Combining ecotourism and cultural heritage gives tourists a sense of return because both interpret education and entertainment at the same time.

Alternative natural tourism that can be an attraction value is the beach owned by the Onrust Archaeological Park group, namely Cipir Island. It can be seen from the clarity of the beach water on the island compared to the beaches on the coast of DKI Jakarta. This is considered because the number of tourists is not proportional to the number of tourists on the coast of DKI Jakarta so that the volume of waste generated tends to be small. In addition, the distance of the Onrust Archaeological Park is also far from the coast of DKI Jakarta which is one of the factors that the beach in Onrust Archaeological Park is minimal from the capital's waste.

Beach tourism is currently only carried out independently by private workers who provide water rides tourism services such as banana boats only. The government needs to embrace the community in supporting water tourism in order to provide additional tourist options for tourists such as ticket rental providers, life jackets and so on. On the other hand, the weakness of the beach tourist attraction on Cipir Island is that there are not enough bathroom facilities for tourists to clean themselves. The quantity is considered minimal so that during the vacation period, visitors often wait alternately for a long time. Here's a picture of the beach in the Onrust Archaeological Park group.



Figure 4. Beaches on Cipir Island
Source: Personal Documentation (2022)

Tourists think that the development of the beach on Cipir Island can add to the magnet of attraction for tourists who want to travel to the Onrust Archaeological Park. In addition to the development on the coast, according to Agung Priosusanto (2022) as the Head of the Onrust Archaeological Park Implementation Unit (Kasatpel), the government has made efforts to improve the ecology and attract tourists, such as planting mangrove seedlings. However, this failed due to the limited capacity of the island's environmental carrying capacity. So the researchers assessed that the role of ecotourism in the coastal tourism sector was the most ideal in the Onrust Archaeological Park.

Communities that will later engage in this sector needs to be equipped with skill development for improving the quality of work and also provide satisfaction towards tourists. This is in line with the objectives of the sustainable tourism agenda as having good quality of work and knowledge (Carlisle et al., 2021). Therefore, the development of ecotourism must be carried out harmoniously between the government and the working community.

Every policy within cultural heritage areas that are related to improvement must maintain cultural heritage and remain sustainable based on legal norms (Kodar, 2020). The concept of ecotourism in cultural heritage areas, in this case, does not conflict with Law No. 11 of 2010 concerning Cultural Conservation because the concept of ecotourism does not eliminate, damage, destroy and destroy existing cultural heritage.

5. Conclusion and Recommendations

The existence of tourism in the Onrust Archaeological Park greatly affects the lives of the people who work in the Onrust Archaeological Park. People who are contracted as PJLP have a fairly stable economy. On the other hand, people who are not contracted tend to depend on the number of tourists. It is known that the number of tourists in the last 5 years has decreased consecutively. This can have an impact on decreasing the existence of cultural heritage areas and people's livelihoods. Tourists think that the cultural heritage educational experience is not enough in attracting them to visit. The concept of ecotourism by focusing on the natural wealth of beaches located on Cipir Island, Onrust Archaeological Park is believed to be an attraction so that it can bring tourists. The community involved in coastal tourism on Cipir Island is still very minimal. Tourists will get a pleasant tourist experience if the government and the community can be involved in supporting facilities and services on it's beach tourism. The concept of ecotourism does not conflict with the laws governing cultural heritage, because ecotourism does not eliminate, damage, destroy and destroy existing cultural heritage.

Researchers recommend that each island in the Onrust Archaeological Park needs to have a specific attraction. Onrust and Kelor islands can be used as tourist destinations to study cultural heritage and Cipir Island can be used as ecotourism that prioritizes coastal tourism. It is very important that Onrust Archaeological Park is not only an educational destination but also a recreational destination for tourists. Therefore, Cipir Beach needs to be used by various water tourism services such as banana boats, swimming tires and so on. The researcher considers that the Government as the management of Onrust Island should provide PJLP status to the people involved in order to have guarantees in work and the economy. The wages received can be adjusted to the UMR DKI Jakarta, which is Rp. 4,641,854 in 2022. The increase in the number of tourists and retribution revenue can be an indicator of the success of the attractiveness of the Onrust Archaeological Park.

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