

DEVELOPING TANJUNG KELAYANG AS A NEW BALI: AN ANALYSIS OF SUSTAINABLE
TOURISM POLICY AND IMPLEMENTATION



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Indonesia has seen the success of Bali as the most prominent tourism destination in the country. Therefore, the initiative to deploy the benefits of tourism development throughout several regions of Indonesia is known as the “10 New Bali’s”. Nevertheless, it is still questionable whether Bali is an example of sustainable tourism or not. In developing the “10 New Bali’s”, the Indonesian government is aiming at increasing the number of tourists rather than at achieving the goal of sustainable tourism destination development.

One of the destinations designated under this initiative is Tanjung Kelayang in Belitung Island, and therefore it is selected as a case in this study. After 6 years of Tanjung Kelayang being designated as a New Bali, there has been little assistance from the national government on how the New Bali concept would be developed. Thus, this study becomes the baseline for Tanjung Kelayang’s readiness for future tourism destination development. It aims to analyze how Tanjung Kelayang destination development complies with the sustainable tourism criteria of GSTC-D V2 or Global Sustainable Tourism Council for Destination assessment (version 2).

This research was conducted during the Covid-19 pandemic situation from June until August 2021. The qualitative research approach was used with data collection through primary and secondary sources. The primary data collection was from field observation, semi-structured interviews, and in-depth interviews. The secondary data was from documentary reviews and analysis. Description analysis is used with GSTC-D V2 as a tool to obtain a description of the level of understanding, implementation, and compliance of the sustainable destination development standard.

The result showed that there are 7 criteria that received compliance with the requirement, i.e., support for the community; access for all; protection of cultural assets; intangible heritage; traditional access; visitor management and cultural sites; and light and noise pollutions. On the other hand, there are 21 criteria that did not receive compliance with the requirements, i.e. destination management and responsibilities; destination management strategy and action plan; monitoring and reporting; enterprises engagement and sustainability standard; resident engagement and feedback; visitor engagement; managing visitors volumes and activity; risk and crisis management; measuring the local contribution of tourism; preventing exploitation and discrimination; property and use rights; safety and security; site interpretation; protection of sensitive environments; visitor management at natural sites; wildlife interactions; species exploitation and animal welfare; water quality; wastewater management; greenhouse gases emission and climate change; and low impact transportation. Based on the description above, Tanjung Kelayang destination development needs further work in order to achieve sustainable tourism destination status.

To develop Tanjung Kelayang as a New Bali without copying-pasting the negative conditions and tourism impacts seen in Bali, commitment from the National and Local governments is needed. To achieve the best planning and implementation for a sustainable tourism destination, the skill-knowledge upgrade and improvement on sustainable destination development for all relevant stakeholders is the key, especially for the Local Official Tourism Government of Belitung as a spearhead of the Tanjung Kelayang sustainable destination development.

Field of Study: Environment, Development and Sustainability Student's Signature

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CHAPTER 1 INTRODUCTION

1.1 Background and Problem Statement

Tourism is a complex sector with many stakeholders involved including small to large scale businesses Okech, Haghiri, and George (2015). Tourism creates jobs and helps employment (Zenelaj & Pifti, 2013). Thus, tourism helps to improve public infrastructure, facilities, and improve career prospects to increase knowledge skills and boost the local economy (Ariefianda, Hidayat, & Maryono, 2019). In Indonesia, tourism is the second-highest economic sector in terms of domestic employment and foreign exchange after mining (Ollivaud & Haxton, 2019). Hence, from the economic aspect, tourism became a national agenda and leads to national development. Moreover, tourism development aims to alleviate poverty, conserve nature, encourage responsibly of using the resources, develop the culture, improve the nation image, and strengthen the relationship with the other countries (Sutawa, 2012). Therefore, many people depend on tourism for their economic livelihood (Suparwoko, 2012).

As a tropical country, Indonesia has its potentials of natural resources, beautiful nature, and high biodiversity; the country has islands with beaches and crystal clear water, diversity of landscape and culture with more than 100 ethnic groups with their uniqueness, the cost of living is relatively inexpensive for the foreigner, and the cuisine become the advantages to attract potential travelers (Ariefianda et al., 2019; Briandana, Doktoralina, & Sukmajati, 2018; Iwantoro, 1998; Nirwandar, 2011). With more than 17,500 islands, Indonesia has many potentials for tourism destination development (Ollivaud & Haxton, 2019). Therefore, supported by culture, heritage, nature, and biodiversity, Indonesia has an opportunity to develop more. It also shows the dependency on the environmental aspect has become a concern on Indonesian tourism destination development.

Tourism has both positive and negative impacts on development. As a positive impact, the data shows a significant increase in international tourists from 2018 to 2019, which is beneficial for economic development, job creation, and increased foreign exchange (Indriani, 2020). In such a way, it made tourism as the most remarkable industry; tourism also helps to unite the nations through domestic tourists, which leads to a sense of kinship and understanding others cultures, alleviate poverty, create sustainable development, preserve the culture, fulfill living needs and protect the human rights, develop the economy and industry, and develop technology (Nirwandar, 2011). In line with the statement above, tourism would benefit all sectors, levels, and scales and become the tool to solve many countries' issues.

As a negative impact, tourism activities could increase the air, soil, and water pollutions (Agarwal, Kariyapol, & Pienchob, 2019). Tourism also increases freshwater consumption, takes the local resources, increase land degradation, creates waste problems (Sunlu, 2002), traffic, noise pollutions, over crowdedness in a public place, and create higher price of goods and overall living expenses (Marzuki, 2011). Irresponsible tourism businesses also create a huge impact on the environment and local communities (Kumar, Hussain, & Kannan, 2015). Hence, tourism may create unbalanced development.

Travel and Tourism Competitiveness Report 2019 (Figure 1) shows the red mark color for the Indonesian tourism sector on the environment and sustainability. The report covers ten indicators focused on the natural environment protection, policies to protect the destination, water conservation, forest resources, and marine life with the fish stock status, along with the other environmental impact from tourism (Calderwood & Soshkin, 2019).

Global Rank	Business Environment	Safety & Security	Health & Hygiene	Human Resources & Labor Market	ICT Readiness	Prioritization of T&T	Int'l. Openness	Price Competitiveness	Environ. Sustainability	Air Transport Infrastructure	Ground & Port Infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Res. & Business Travel
Indonesia	40	4.7	5.4	4.5	4.9	4.7	5.9	4.3	3.5	3.9	3.3	3.1	4.3	3.2

Figure 1 Report from the Travel and Tourism Competitiveness 2019.

Sources: (Calderwood & Soshkin, 2019).

Furthermore, the report shows that Indonesian tourism development is still facing never-ending issues regarding management, environmental protection, and sustainability knowledge.

Bali, one of the most prominent destinations in Indonesia, shows significant development in the tourism sector, earning 28 percent of Indonesian foreign exchange in 2019 and helping the development both regionally and nationally (Indriani, 2020). Bali receives almost half of the number of Indonesian visitors in the entire country (Ollivaud & Haxton, 2019), so it has become proof of the success story of Indonesian tourism development.

With all of the success stories of Bali tourism development, the President of the Republic of Indonesia, Mr Joko Widodo, proposed the idea to deploy the benefits of tourism development all over Indonesia through the concept of 10 New Bali, with 10 selected destinations (Figure 2 and Table 1) (Islands, 2019), the President also mentioned the target for the ten New Bali should be 20 million foreign tourists with 2 million each destination (Post, 2017). According to the Letter from the President of the Republic of Indonesia number B-652/Seskab/Maritim/11/2015, the plan is not only about tourism but also the development of transportation infrastructure and boosting business and enterprises (Anung, 2016). Furthermore, this New Bali aims to distribute the tourists in several regions to reduce such over-tourism in Bali and put Bali as a role model for other tourism destinations (Natalia, 2020; Ollivaud & Haxton, 2019).



Figure 2 Maps of Ten New Bali Destinations.

Sources: (Islands, 2019).

Moreover, here is the list of Ten New Bali's.

Table 1 List of the Ten New Bali's

Destination	Location	Type of Tourism
Lake Toba	North Sumatera	Nature
Tanjung Kelayang	Bangka Belitung Island	Nature-based Marine Tourism
Tanjung Lesung	Banten Province	Nature-based Marine Tourism
Kepulauan Seribu	Jakarta	Nature-based Marine Tourism
Borobudur Temple	Central Java	Heritage Tourism
Mount Bromo	East Java	Nature-based Tourism
Mandalika	Lombok- West Nusa Tenggara	Sports Tourism (MotoGP) along with the Nature-based and Marine Tourism
Labuan Bajo	East Nusa Tenggara	Nature-based Marine Tourism
Wakatobi	South Sulawesi	Nature-based Marine Tourism
Morotai Island	North Maluku	Nature-based Marine Tourism

Sources: (Islands, 2019).

Despite all positive impacts brought by tourism development, many issues appear from Bali tourism development which affecting the land-use change, water carrying capacity, entails socio-cultural change (Sutawa, 2012), and degrades the natural and cultural environment (Khamdevi & Bott, 2018). There are hotels and resorts built in fragile areas which directly and indirectly affect nature and biodiversity and created an unbalanced development (Lee & Syah, 2018). According to Wayan (2018), 65% of Bali water capacity goes to the tourism industry, especially the hotels and villas, which consume 3.000 liters fresh water every day; the calculations still does not include the water consumption from megaproject of hotel, resort and golf field which need more water in buildings activity; as a result, 260 rivers from the total of 400 rivers in Bali faced drought in the last decade; moreover, the groundwater extraction reduced 60% of groundwater capacity; the most significant water reservoir from Buyan Lake saw the reduction of 3.5 meters, while the aquifer layer was not able to prevent the seawater intrusion to the clean water (Smith, 2018). Hence, it shows Bali as a mass tourism destination which receives economic benefits while creating unfavorable conditions for the local people and environment. Thus, the unbalance development, social inequality, and degraded environment still became the issues in Bali tourism development. As a result, there is a question whether Bali could become the model for the 10 New Bali tourism development or not.

Sustainability is a concept with integrated prosperity to maintain well-being over a long-term period (Kuhlman & Farrington, 2010). Sustainability also means an ability to manage and maintain environmental protection for future generations (AVCIKURT, DINU, HACIOĞLU, EFE, & SOYKAN, 2015), to integrate people's prosperity with local empowerment, which is a vital aspect of development (Mukherjee, Kamarulzaman, Vijayan, & Vaiappuri, 2016). Hence, sustainability becomes a concept to integrate people, planet, and prosperity to create responsible development for a long-term period.

Sustainable development becomes an agenda for global development that focuses on promoting the economy, prosperity, integration, and environmental protection with social development (Emas, 2015; Klarin, 2018; Modica, Capocchi, Foroni, & Zenga, 2018). Thus, sustainable development in the tourism sector becomes a concept to balance human development with prosperity and environmental consideration. Afterwards, sustainable development would help destinations maintain balanced development by protecting resources, nature, and biodiversity and integrating economic, environmental, and social outcomes.

Sustainable tourism has been defined as "tourism that is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community" (Swarbrooke, 1999). According to UNWTO, a sustainable tourism agenda could help benefit the destination and community by tourism activity through a competitive business that can increase employment with environmental consideration (E. UNWTO, 2013). Sustainable tourism also helps minimize the impact on the environment and culture, maximize satisfaction, and balance the economy with the potential and conservation (Shopova & Arabska, 2013). The objective of sustainable tourism is to balance the needs of stakeholders, tourists, and the community (Butowski, 2012). Sustainable tourism has a huge coverage, according (Swarbrooke, 1999) the boundaries/scope of the sustainable tourism covered (Table 2),

Table 2 Sustainable Tourism Scope.

Scope of Sustainable Tourism	Details scope
Pollutions	Air, water, and noise
Resources	Water, land, and food
Wildlife	Habitats
Practices from tourism organization	Recycling, purchasing, waste management, energy conservation
The host community	Distribution of benefits of tourism
The tourist	Concern and behaviour
The industry	Self-regulations, codes of practices, relations with the local community, sustainable tourism initiatives, and employment policies
Public sector policy	Funding, legislation, and planning
Conservation policies and practices	Landscapes and wildlife

Sources: (Swarbrooke, 1999).

Accordingly, sustainable tourism aims to develop an economy with the consideration of environmental and social aspects; as a challenge, sustainability requires the collaboration of the central and local governments with all related departments, local communities, different businesses in the tourism industry, non-government organizations, etc. (Pan et al., 2018).

In Indonesia, social aspect of development was mentioned in 1978 National Development Plan, while environmental management was mentioned in 1982 Act, and sustainable development principles were only mentioned clearly in 1997 ACT (Table 3). Below are the examples of laws and regulations with reference to the principles of social equality, environmental protection, and sustainable development,

Table 3 Indonesian laws and regulations concerning the principles of sustainable development

Year	Laws	Main ideas	References
1978	Nomenclature of Five-Years Development Plan Section II of GBHN ¹	National development purposed create equality and prosperity on the development.	(INDONESIA, 1978)

¹ GBHN : Garis-garis Besar Haluan Negara / Broad guidelines of state policy

1982	Act Number 4 in the Year 1982 Section I Regarding Basic Provisions of Environmental Management	Environmental management becomes essential to control and maintain the restoration and development of the environment and the resources.	(President of Republic of Indonesia, 1982),2
1997	Act Number 23 in the Year 1997, Regarding Environmental Management; as amendment of previous Act Number 4 in the Year 1982.	Environmental protection implementation to achieve sustainable development principles.	(President of Republic of Indonesia, 1997)
2009	Act Number 32 in the Year 2009, Regarding Environmental Protection and Management; as amendment of previous Act Number 23 in the Year 1997	The importance of environmental management and protection to improve the quality and the management system with a balanced development with the environmental livelihood, social, and economical to assure the present and future	(President of Republic of Indonesia, 2009b).

Thus, Indonesian policies and regulations started to adopt sustainable development principles that aim to minimize the negative impact of development. In the field of tourism, Indonesia has introduced the sustainable tourism concept and principles since 1990 through the regulation of Tourism Act Number 9 in the Year 1990, which mentioned the tourism development principle should consist of profit, fairness and equality, harmony, independence, sustainability, participation, democracy, and unity (President of Republic of Indonesia, 1990). Moreover, the Governmental Decree Number 50 the Year 2011 regarding the Master Plan of National Tourism Development (2011-2025), the vision of Indonesian tourism development is to be a world-class tourism destination with competitiveness, sustainability, and able to encourage regional development and protect the local prosperity. To achieve such a vision, there are four following missions:

- One, tourism destination should be safe, comfortable, interesting, accessible, environmentally protection based, help increase national, regional, and local economic development.
 - Two, synergies, superior, and responsible tourism marketing are needed to increase domestic and international tourists.
 - Three, the tourism industry should be competitive, trustworthy, and able to drive business partnership, and responsible to the natural and socio-cultural environment.
 - Four, government organizations, local governments, private and local communities, human resources, regulations, and effective and efficient operational mechanisms are necessary to encourage sustainable tourism development.
-

Therefore, the New Bali destination model will only be successful if the development follows the sustainable tourism concept. It is covered not only the tourism development but also the other part of the development. Reflected on how Bali was destroyed and the targets from the President of the Republic of Indonesia regarding the number of tourists, the New Bali shall prepare to prevent future mass tourism.

As an initiator of sustainable tourism assessment, the Global Sustainable Tourism Council (GSTC) is concerned with developing standardization for tourism, especially for Sustainable Tourism Destination which include the principle of sustainable management, monitoring socio-economic, cultural, and environmental impacts; the standardization is generic and easy to apply to the tourism destination and all related parties (Global Sustainable Tourism Council, 2019). Moreover, the destination criteria aim to preserve and sustain the world's natural and cultural resources while ensuring tourism meets its conservation and poverty alleviation potential. The assessment using such criteria and sub-criteria aims to ensure the quality of the environment and tourist experience (Trukhachev, 2015), stakeholder's understanding (Andrariladchi, 2019b), and to measure compliance with sustainable principles and criteria based on actual conditions (Modica et al., 2018). Hence, the assessment helps to identify the potential and the barrier to developing New Bali tourism destinations.

Therefore, the problem statement for this research was raised due to the unsustainable tourism development of Indonesia following the report from the travel and tourism competitiveness 2019 and the ideas from the President of the Republic of Indonesia concerning the New Bali tourism destination development, which were only focused on the target of the number of visitors and make Bali as a role model of tourism development. While reflecting on the issues of tourism development in Bali, many negative impacts appeared to the surface. Thus, Bali could not be a role model for New Bali destination development. The New Bali shall follow the concept of sustainable tourism to prevent the future risk of tourism development. It is to protect the locals/resident, environment, access, and biodiversity surrounding the destination from the over-develop of tourism in the near future. Hence, the assessment using the GSTC-D V2 could become a way to analyze and map the gaps between the current implementation and the current policies. In the end, the recommendation of how to fill in the gaps provided on this research to make New Bali ready to face tourism development while also protecting the destination from destruction.

1.2 Research Site Selection

The Research was conducted at Tanjung Kelayang tourism destination between June 2021 to August 2021 for the field research. It is located in Keciput Village, Sijuk sub-district, Belitung district, Bangka-Belitung province (Figure 3). Keciput Village has 12 Neighborhood, 4 Hamlet with 14.2 kilometers of land areas borders with Tanjung Binga village in the West, Tanjung Tinggi in the East, Air Seluman in the South, and the South China Sea in the North (Official, 2021). Tanjung Kelayang is only 27 kilometers from the capital district of Tanjung Pandan, so it takes around 45 minutes by car to reach the site.

As one of the favorite destinations in Belitung, Tanjung Kelayang has been chosen as the New Bali by the Indonesian government through Government Regulations Number 3 in the Year 2016. The government has also made Tanjung Kelayang as a Special Economic Zones (SEZ's) for tourism development since March 15, 2016, through the Government Regulations Number 6 the Year 2016 and chosen as one of the National Tourism Destination (DPN) and as the National Tourism Strategic Areas (KSPN) through the Government Decree Number 50 in the Year 2011 and through the Master Plan of National Tourism Development (RIPPARNAS) 2010-2025.

Tanjung Kelayang known as a paradise of white sand, beautiful nature, large granite rock, and beautiful beaches (Valeriani & Putri, 2020). White soft sand with clear blue sea and granite stones become an iconic image

of Tanjung Kelayang. Apart from beach and land attractions, the area also has good snorkeling spots. Moreover, Tanjung Kelayang has also become one of the seventeen tourism destinations in Belitung that became a site for geopark recognized by UNESCO. The geosite is about the coastal rock structure in place for over 213 million years ago. Thus, the granite rock in Tanjung Kelayang is recognized as a world-class geological heritage (CENTRE, 2021).

Furthermore, the Tanjung Kelayang tourism development concept is “Socially and Environmentally Responsible Development and Cultural Preservation” (Kementerian Pariwisata, 2018). The preliminary survey by Valeriani and Putri shows that 93% of tourists are interested in Tanjung Kelayang due to the natural beauty of the white sand, large granite rock, and the view (Valeriani & Putri, 2020). Tanjung Kelayang also offers many coastal tourism activities, including swimming, sunbathing, diving, snorkeling, and others (Hengky & Kikvidze, 2020).

Tanjung Kelayang is under the district government's governance that coordinates with the provincial and national governments (Berthi, Sulistyaningsih, & Hadi, 2018). Therefore, Tanjung Kelayang will receive the benefit of tourism development, but it will have to depend on marine tourism and natural resources. Therefore, Tanjung Kelayang should establish strong guidelines based on sustainability concepts to protect the destination. As mentioned, there is no clear sustainable strategy mentioned concerning the 10 New Bali development.



Indonesia Map³



Belitung Island Map⁴



Tanjung Kelayang Map⁵

Figure 3 Study Areas

³ Sources: (Map, 2021b)

⁴ Sources: (Map, 2021a)

⁵ Sources: (Badan Perencanaan Pembangunan Daerah (BAPPEDA) Kabupaten Belitung, 2018)

Tanjung Kelayang became famous as tourism destination in 2008 after *Laskar Pelangi's* movie was released (Sofia, 2017). The Chairman for the Acceleration of 10 New Bali's Hiramshyah Thaib mentioned that local revenue from Tanjung Kelayang grew fast from 2014 to 2018 from IDR 7,123,743,383 to IDR 20,288,184,459 with a 285% increase (Angriyana, 2019). Therefore, tourism development in Tanjung Kelayang shows the potential for economic development, both regional and national. This research traced the development plan from 2015-2020. According to my previous research, Belitung and Tanjung Kelayang have many strengths and opportunities, including the proximity to the capital city, the beautiful nature, and the inexpensive cost of traveling and living. However, the weakness was the lack of cooperation between the government and relevant parties; the problems of understanding and awareness regarding sustainable tourism also challenge future development (Table 4). Moreover, the main issues on the destination development in Tanjung Kelayang are the cooperation from the central and regional government, it is necessary to measure the goals of 10 New Bali's and the regional strategy of destination development. Some barrier on the development of Tanjung Kelayang are (Berthi et al., 2018),

1. Different perspectives on development,
2. Lack of good transportation system,
3. Lack of awareness regarding waste management,
4. Lack of creativity,
5. Lack of information,

Table 4 Belitung and Tanjung Kelayang Tourism Development Challenges

Challenges	Scholar
Lack of awareness and tourism management causes environmental impacts and create never-ending problems and become the obstacle to achieving sustainability goals in Tanjung Kelayang tourism development	(Hengky & Kikvidze, 2020)
Lack of cleanliness, infrastructure, destination, restaurant, toilet, and destination's safety also become the issues that grow along with the tourism development in Tanjung Kelayang.	(Valeriani & Putri, 2020).
Lack of human resources and community involvement create an issue in Belitung tourism development.	(Satrio & Andrariladchi, 2019)
The unreadiness of Belitung to welcome a high number of tourists, lack of transportation modes (general transportation), lack of cooperation between the government to the tourism industry, and the other stakeholders create a gap on Belitung tourism development.	(Putri, 2019)

The Tanjung Kelayang tourism development Master plan (Figure 4) shows the tourism development is focused on building the infrastructure; some hotels and resorts even put the exclusive zones in the coastal areas. Refers to the long-term plan; there is no information on the sustainable tourism concept and how it will be applied in tourism development.



Figure 4 Tanjung Kelayang tourism development Master Plan

Sources: (KEK, 2018)

Thus, the depth of analysis on planning, management, and strategy tourism development would be necessary to mitigate future issues and continue development.

1.3 Research Objective and Questions

The main research objective is to critically analyze whether New Bali's plan work from a sustainable tourism perspective focusing on the case of Tanjung Kelayang.

- To analyse the tourism concept development program proposed by the government focusing on the case of Tanjung Kelayang.
- To identify gaps between the policies of the new Bali Plans in the case of Tanjung Kelayang and the real on-the-ground implementation through using Global Sustainable Tourism Council assessment indicators.
- To make recommendations for a more sustainable tourism development to the main stakeholders regarding how to fill in the identified gaps.

Responding to these objectives, the key research questions as follow as below:

- Does the New Bali Plan for Tanjung Kelayang focus on sustainable tourism principles? Is it environmentally and socially sound?
- What are the gaps in sustainable tourism principles, in the policies in the New Bali Plan and the real on-the-ground implementation? Would Global Sustainable Tourism Council assessment indicators help in making the analysis?
- What actions should the government do to address environmental and social concerns? How to address the identified gaps and make Tajung Kelayang a more sustainable new destination?

1.4 Research Framework

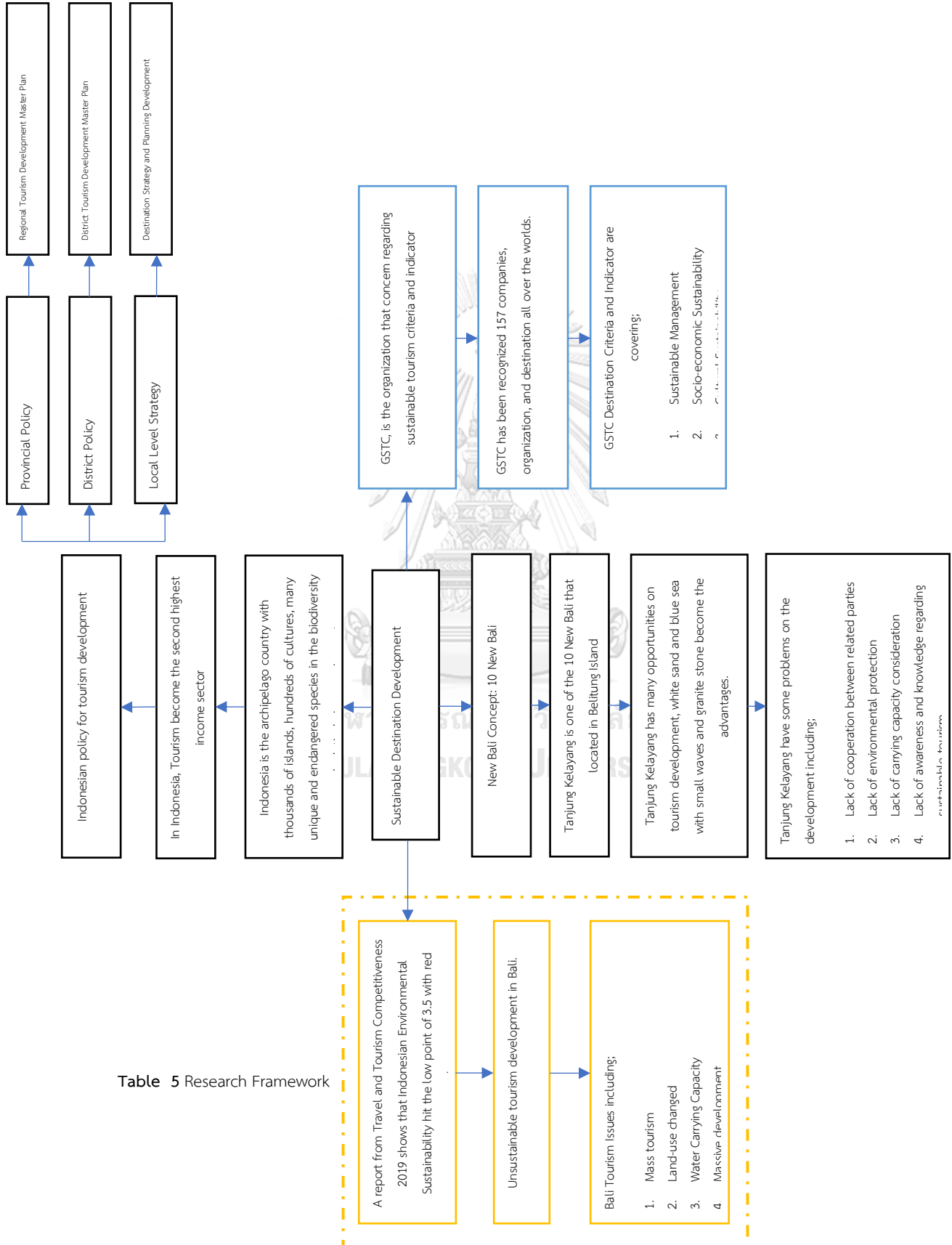


Table 5 Research Framework

CHAPTER 2 LITERATURE REVIEWS

In this chapter, the relevant literature review used for this research can be divided into topics of sustainability and sustainable development, sustainable tourism, sustainable destination, challenges on sustainable tourism, tourism stakeholder, sustainable tourism certification, sustainable destination criteria and indicators, and the 10 New Bali and Tanjung Kelayang.

2.1 Sustainability and Sustainable Development

Sustainability is an ability or capacity to be maintained or sustained and become a collection of policies and strategies employed by institutions and companies to minimize future environmental impact (AVCIKURT et al., 2015). Therefore, sustainability would be a vital aspect of current and future development; there are three essential pillars that would be part of the development concept, including environment, social, and economic; sustainability also includes a business strategy, responsibly value of stakeholders, and balance between human needs and planet (Mukherjee et al., 2016).

Sustainability concept creates a connection between environmental, social, and economic goals (Goodland, 1995). The environment provides life ecosystem, natural process, natural resources products, and other products needed by economic development process. Moreover, the human life cycle is necessary to develop economic and social development; this process would use the environmental products as the raw materials to produce human needs. In this matter, carrying capacity identification is necessary due to the limitation of natural resources. The responsible management resources are present to avoid the disappearance of natural resources in the future due to the dependency of humans on environmental products, although each country may have a different approach to the concept, but it has the same vision to manage and maintain the environment for future generations.

Furthermore, sustainable economic concepts shall be present and focus on managing the consumption flow to balance demands in the way of number populations increase, due to the natural resources is finite. Thus, the sustainability framework will focus on how to use, manage, preserve, and protect the natural resources for present and future generations (Elliott, 2005). Hence, sustainability is the ability to create a better life balance between development and planet protection for the current and future generations.

Sustainable development has become a concept focused on balancing the development with the environmental protection and economic development in a long term period; aims to preserve the resources for future generations and as a baseline for the environmental policy which able to control the environment degradation (Emas, 2015), and focus on natural laws for the survival of the planet (Klarin, 2018). United Nations World Tourism Organization (UNWTO) mentioned that sustainable development and management practice of tourism destination guidelines is necessary to guarantee long-term development. The principle refers to the environmental, economic, and socio-culture (UNWTO, 2020). The triple bottom line concept includes; (Klarin, 2018),

- Environmental sustainability focuses on maintaining and protecting the quality of the environment.
- Social sustainability strives to assure human rights, equality, preservation of cultural identity, cultural diversity, race, and religion; and
- Economic sustainability is maintaining natural resources, social, and human capital for income and living standards.

Sustainable development framework objectives are to optimize the use of resources to minimize the potential negative impacts and promote the benefits of eco-socio-culture and ecological activities for the local community's livelihood, local-regional-national economic development, and natural conservation (Mazilu, 2012). For example, in tourism development, the sustainable framework helps manage the natural resources as a destination, protect the local community needs and traditional access, and conserve nature (Tien, Bien, Vu, & Hung, 2019). In a way, it meets the present needs without compromising the future generation's ability to meet their own needs (Zenelaj & Pifti, 2013). As a result, sustainable development is to harmonize economic growth and the necessity of environmental protection to enable future generations.

2.2 Sustainable Tourism

The sustainable tourism concept is to balance tourism development with environmental - social carrying capacity and economic elements (Swarbrooke, 1999). Sustainable tourism aims to ensure economic viability, social equity, cultural richness, physical integrity, biological diversity, resource efficiency, environmental purity, increase local prosperity, improve community well-being, and improve employment quality, visitor fulfilment, and local control (E. UNWTO, 2013). In such a way, it minimizes the degradation of the environment and culture while maximizing visitor satisfaction with long-term economic development and natural conservation (Shopova & Arabska, 2013). Hence, in my perspective, sustainable tourism can guide tourism development based on environmental protection, economic growth, and prosperity for the local community to minimize the negative impact while maximizing the positive impacts in a long-term period, to utilize the natural resources responsibly.

Sustainable tourism is more than just tourism; it is generally extended to sustainable development (Hunter, 1997). The objective is to seek and balance the voice from stakeholders, tourists, and community (Butowski, 2012), which focus on managing the resources to achieve economic, social, and cultural benefit while maintaining the social, cultural integrity, nature, and biodiversity for the present and future (Muhanna, 2006), to increase tourist numbers and protect the environment (Amposta, 2004). Hence, sustainable tourism development measures the planning, management, and increases the strategy efficiency (Muhanna, 2006), becomes a fundamental baseline for development, and evolved from strategy to the prioritized necessary (Amposta, 2004).

Sustainable tourism includes sustainable agriculture, society and community, environment and natural resources, economic system, and nature conservation (Swarbrooke, 1999). As follows, it is to leverage and distribute the development to all sectors, including,

- Agriculture; to preserve the basic needs and increase local product use in the tourism industries
- Economic balance and fair trade to develop the local community livelihood
- Environmental protection and natural conservation help to protect the environment from the negative impact of tourism development

As a result, sustainable tourism benefits relevant stakeholders, including communities, governments, environments, and tourists (Mushi, 2013). Moreover, an action plan should be in place to maintain sustainability in tourism (Muhanna, 2006), in order to,

- Promote sustainable tourism development at the local, regional, and national levels.
- Develop tourism plan strategy to promote socio-eco-culture and environment welfare.
- Develop tourist health and safety strategic plan.
- Developing, adopting, and implementing legislation to promote responsible practice in tourism development.
- Collaborate with the private and local community to formulate the sustainable tourism objective.

- Raise awareness regarding tourism impact by involving the local community in all processes.
- Carry out environmental impact assessment for tourism development.
- Collaborate with national authorities to alleviate poverty and increase the employment number.

Moreover, to create sustainable tourism, the involvement of relevant parties have to define the strategy, it is necessary (Pan et al., 2018), as follow as below (Table 6);

Table 6 Strategy for Sustainable Tourism

Strategy	Detail Strategy
Good Governance, Regulations, and Framework for Sustainable Tourism	Improve the regulations and create the framework of sustainable tourism based on deep identification and analysis to monitor the implementation in the field and ensure the concept will stay longer and secure. Thus, internationally recognized standards and criteria should be adopted to implement and harmonize the development process.
Collaboration with the stakeholders.	Public-private-people participation programs should be in place to increase the sense of belongings and relationship between stakeholders to increase the effectiveness process, especially in developing countries.
Provision of Economic Instrument	The guidelines content should be including the visions, legislations, and transparency as well as implementing rewards to increase all stakeholders' awareness regarding environmental issues, i.e., certification, labelling, and branding.
Program implementation.	The program should be based on the regulations approach through the planning, strategy, and risk assessment integrated with the plan-do-check-action (PDCA) concept to ensure the performance aligns with the target and objectives. Supported by the stakeholders' feedback to increase stakeholder satisfaction.
Smart tourism	Provide communication and information system services which publicly available.
Cultural response and public awareness	To protect the local culture, public awareness should be increased through the information and communication provided by the tourism destination to mitigate the potential risk.

Sources: (Pan et al., 2018)

Moreover, tourism development comes with several challenges as presented as below (Table 7),

Table 7 Tourism Challenges

Tourism Development Issues	Details Issues
The massive use of energy	Tourism activities attribute excessive use of energy from transportation, accommodation, and other activities, leading to greenhouse gas emissions.
Excessive water consumption	In some cases, the tourist water consumption in hotels and destinations is higher than the domestic used.
Lack of waste management	Tourism activities can increase the number of waste products, but it's not followed with adequate waste management.
Loss of biodiversity and habitat degradation	The massive development and overuse of natural resources brought the degradation to the biodiversity and ecosystem.

Heritage management and culture integrity threat.	The collaboration between all relevant parties, including government, communities, tourism industries, and tourists, should be in the place to conserve the cultural heritage.
Lack of communication and information	Miss of understanding between all stakeholders creates potential conflicts that lead to misperception in regard to the tourism development and sustainability concept which also lead to the unsustainable tourism development.

Sources: (Pan et al., 2018)

2.2.1 Sustainable Destination

The sustainable destination is a sustainable tourism concept which aims to ensure destination development for the present and future development (Swarbrooke, 1999). This concept helps improve local community livelihood and creates a good image regarding destination and competitiveness between tourism destinations (Mathew & Sreejesh, 2017). Moreover, destination competitiveness should be in place to implement sustainability concept on a large scale of tourism from the middle to the big-scale business sector on economic development; thus, rewarding the destination improvement could become a way to raise awareness regarding sustainable destinations (Lozano-Oyola, Blancas, González, & Caballero, 2019).

Sustainable destination involves a wide range of stakeholders, including the local community, tourism industry (local and externally based industries), tourists, and any other related parties. In such a way, a good relationship and partnership between the stakeholders are necessary to create a better engagement; to ensure the destination development, the assessment mechanism would help identify the gaps and analyze the root cause for the continuous improvement; thus, the assessment shall include the carrying capacity as follow as below (Table 8) (Swarbrooke, 1999).

Table 8 Carrying Capacity

Carrying Capacity	Details
Physical Capacity	Considering maximum number of tourists capacity in the destination
Environmental and Ecological Capacity	Considering the maximum number of tourists before damaging the environment
Economy Capacity	Considering maximum number of tourists before economic issues, i.e., increasing the price of goods and living expenses
Social Capacity	Considering maximum number of tourists before cultural damage
Perceptual Capacity	Considering maximum number of tourists/people/crowded before visitor feeling disappointed for their experience
Infrastructure Capacity	Considering maximum number of tourists with the tourist destination infrastructure facilities

Sources: (Swarbrooke, 1999)

In developing countries, tourism development is mostly located in the well-preserved and sensitive ecosystems, such as islands which mostly produce mixed outcomes, as follows as below (Amposta, 2004),

1. Lack of respect to the local culture and the local prosperity
2. Cross-cultural contacts between tourists and local people
3. Outsiders bring in wealth that raises local's hopes to unrealistic levels;
4. Clothing that they might find shocking.

5. Unhealthy habits and intrusive behaviour, and even worse, condescension and racism, sexual exploitation, and trash and pollution.

Hence, the concept of sustainable tourism destination serves to improve better development, management, and preserve the destination with a better standard with local community-based principles (Mathew & Sreejesh, 2017).

2.2.2 Challenges to Sustainable Tourism

Tourism has a wide range of stakeholders; as a result, the different perspectives and points of view among each stakeholder are always found during the development; it is also present due to different objectives between the stakeholders. Some focus on short-term benefits while other focus on long-term benefits. Hence, it creates challenges for tourism development to create the same vision concerning the sustainability concept (Amposta, 2004). In Indonesia, there are several challenges on developing the concept of sustainability in the tourism sectoral, including (Nirwandar, 2011),

1. Lack of understanding regarding sustainable tourism.
2. Lack of cooperation between the stakeholders.
3. Lack of policy in regional tourism development, guidance, assistance, and collaboration between the government, especially from the national and provincial level.
4. Lack of planning and strategy management which yet involved the integration, comprehensiveness, and strategy.

Moreover, in developing countries lack of human resources, knowledge, awareness, marketing, infrastructure, investment, policy consistency, diversification, and safety became a huge challenge in applying sustainable tourism concept (Dabour, 2003). Furthermore, in Bali, sustainable tourism faces several challenges, including the different perspectives and conflict of interest from the tourism businesses that create a misunderstanding regarding the sustainable tourism concept (Andrariladchi, 2019b). Therefore, to solve the challenges, sustainable tourism was created without any reference to the imperative of harmonious connection of enviro-socio-economic; due to the characteristic from each destination has different from the other destinations (Mika, 2015). Moreover, in Belitung, lack of education, information, human resources, and collaboration between related stakeholders create a gap in developing sustainable tourism concepts (Andrariladchi, 2019a; Hengky & Kikvidze, 2020; Valeriani & Putri, 2020). Therefore, vision, mission, and understanding shall be in place to increase people awareness concerning the sustainable tourism concept.

2.2.3 Sustainable Tourism in Indonesia

According to the Ministry of Tourism of the Republic of Indonesia, guidelines for Sustainable Tourism Destination Number 14 was issued in the Year 2016. The Indonesian government has established the guidelines based on the criteria and indicator of GSTC-D Version 1 (Minister of Tourism of the Republic of Indonesia, 2016). The guidelines were addressed for the government, local government, and other stakeholders in the tourism destination development. The concepts aim to guide and provide a bigger picture of tourism destination management through the concept of protection management, utilization, and development of the destination with a sustainable tourism concept. There are 4 parts of the criteria in sustainable destination, clarified through criteria, indicators, and supporting evidence. All criteria were the same as the GSTC-D V1, while the supporting evidence was based on Indonesia's situation and conditions.

Furthermore, there are 9 components and concept required in Indonesian sustainable tourism development (Pearce, Lemy, Teguh, & Pramezway, 2020);

- National guidelines on Sustainable Tourism Program, to create the understanding between stakeholders in regards with the sustainable tourism
- Sustainable tourism strategy platform and national strategic platform from the government shall be in place to guide the other stakeholder define and refer their strategy
- Sustainable Tourism Master Plan, RIPPARNAS become the guidelines for the stakeholder should be followed to create the same vision and mission with the sustainable tourism concepts.
- Government commits to implementing sustainable tourism and sustainable destination.
- Increase capacity building through the sustainable tourism training program to support the certification program; the assessor can be assigned to monitor and evaluate the implementation of sustainable tourism principles.
- Facilitator and local partners capacity building through the training program to develop the sustainable tourism principle in each destination
- International conference on sustainable tourism shall be established in Indonesia to upgrade more awareness and initiatives to observe, identify, and find the solutions for Indonesian tourism development.
- National conference on sustainable tourism shall also be established to increase awareness and initiatives from destination development in making a sustainable destination.
- Government commitment for the 10 New Bali shall be established to measure the commitment to the sustainability concept.

2.3 Tourism Stakeholders

Stakeholders are defined as a group or individual affected by the achievement of the objective of development (Freeman & McVea, 2001). According to UNWTO, the list of stakeholders (Table 9) that need to be involved in achieving sustainable tourism development (E. UNWTO, 2013);

Table 9 Tourism Stakeholders

Stakeholder Type	Role in delivering sustainable tourism
International development assistance agency <ul style="list-style-type: none"> • Multilateral agency and programs • Bilateral agency 	Integrated the agreement regarding sustainable tourism.
National government <ul style="list-style-type: none"> • Tourism Ministry • Other Ministry • Tourism agencies • Other Government delivery agencies • Resources management bodies • Service 	The national government helps to create the policy, strategy, and concept concerning tourism development. It also helps to plan the infrastructure development, regulate the resources management, deploy, and communicate to the other government levels through the information and policies.
Local government and destination bodies <ul style="list-style-type: none"> • Regional development 	Local strategic and planning, implementation of policy and regulations, local infrastructure

<ul style="list-style-type: none"> Local authorities Destination management organization 	development, and stakeholders' engagement and management, and coordinator and support the local tourism destination development.
Private-sector business <ul style="list-style-type: none"> Tourism trade associations Tourism service providers (hotel) Tour operators Suppliers of the sector Investor 	Representation of the tourism sector, service operation, domestic and international markets, and product development that help generate employment and local income/ It reflects economic, social, and environmental sustainability.
Employees and related bodies <ul style="list-style-type: none"> Labour unions Individual workers in the sector 	Representing the interest of employees, human resources planning and development, provision of reliable service in return for income.
NGOs <ul style="list-style-type: none"> Sustainable development NGOs Environment, conservation, and cultural NGOs Social and community NGOs 	NGOs represent different stakeholder interests, engaging the strategic and development planning, stakeholder coordination, capacity building, and provision expertise.
Education and training bodies <ul style="list-style-type: none"> University, collages, and teaching bodies Research institution Technical expert and advisory bodies 	Knowledge gathering, supporting policy and strategy development, capacity building and training, specific advice, and expertise regarding tourism development.
Tourist <ul style="list-style-type: none"> Individual tourist Society Travel media and social media user 	Provide the primary sources of income, responsible tourists to the environment and the local community, communicating information and opinions on destination, and help to protect the destination.

Sources: (E. UNWTO, 2013)

Accordingly, sustainable tourism could not be achieved without good relations and collaboration between one and the others. Indonesian DMC Sustainability Collaboration (IDSC) believes the tourism stakeholders need to strengthen their relationship (Andrariladchi, 2019b) and proper management, which leads to integrated strategic decision-making, focusing on the details to create win-win solutions (Freeman & McVea, 2001). The stakeholders in sustainable tourism as follow as below (Swarbrooke, 1999),

Table 10 Relevant Stakeholders in Sustainable Tourism

Relevant Stakeholders	
Stakeholders	Institution/Organization
Governmental Bodies	<ul style="list-style-type: none"> National Government Regional Government

	<ul style="list-style-type: none"> Local Government
Tourism Industry	<ul style="list-style-type: none"> Tour Operators Attraction Transport Operation Hospitality Sector Tour Planners
Media	<ul style="list-style-type: none"> Specialist travels News
Experts	<ul style="list-style-type: none"> Commercial Consultants Academics
Voluntary Sector	<ul style="list-style-type: none"> Non-governmental organization
Tourist	<ul style="list-style-type: none"> Mass market Ecotourist
Local Community	<ul style="list-style-type: none"> Directly employed to the tourism businesses Indirect employed to the tourism businesses Local business

Sources: (Swarbrooke, 1999)

Moreover, good governance is necessary to ensure the local community's development in the planning strategy (Mathew & Sreejesh, 2017). Government has a primary role in developing various policies, rules, and regulations on guiding sustainable tourism; these should be both informed and transparent (Hunter, 1997; Mushi, 2013). Policymakers, as a result, shall listen to the aspiration regarding the needs and wants of the stakeholders and local community to enhance the awareness and understanding regarding the current issues on tourism development. On the other hand, local community involvement could reduce the negative impact on the development and increase the harmonization with tourists; therefore, the local community should become an active player in tourism development (Swarbrooke, 1999). In this research, there are three different kinds of tourist including,

- Foreign tourist, which means the tourist come from abroad
- Domestic tourist, which means the Indonesian tourists
- Local tourist, which means the tourist from the Belitung Island itself.

Furthermore, to connect all relevant stakeholders, the engagement process should be in place to develop the inline perspective and understanding of sustainable tourism and to define the sustainability concept framework.

2.4 Sustainable Tourism Certification

Sustainable tourism certification helps provide consumers and businesses with the quality of sustainability assurance information (Font, Epler Wood, Black, & Crabtree, 2007). Sustainable tourism certification aims to foster responsible environmental, social, and cultural behavior and provide a quality product to tourists, i.e., accommodation; it improves efficiency and reduces operating costs by installing new technologies and adapting operational practices (Spenceley, 2019). Certification also becomes a way to ensure an activity or a product meets specific standards, which measure a different aspect of tourism, including quality, sustainability, and

ecosystem (Bien, 2006). Therefore, sustainable tourism certification is highly recommended to evaluate, monitor, and ensure the tourism industry's compliance with the sustainable tourism concept.

The advantages of sustainable tourism certification are related to the protection of the environment by reducing the negative impacts, financial consideration, marketing opportunities, brand recognition, and company image along with the public relations, personal moral responsibility, and political consideration (Jarvis, Weeden, & Simcock, 2010). Thus, sustainable tourism will increase economic capability and minimize the negative impact (Purwaningsih, Annisa, Susanty, & Puspitaningrum, 2020).

However, multilateral government organizations do not satisfy with the certification approach due to its commercial purpose, which could lead to the bias of the judgment; most of them focus on management process rather than environmental outcomes; this is also the reason why there are few studies in the field of certification (Buckley, 2012). Another perspective shows that sustainable tourism certification only represents a significant business without considering the environmental impacts and other important issues (Swarbrooke, 1999). Thus, certification faced some challenges (Buckley, 2012), including,

- Some of the tourism businesses focused on the financial and political benefits instead of environmental and social sustainability.
- Policy and regulations issues
- Inequalities in the tourism policy and regulations, i.e., tax and certification schemes, benefit the big-scale business but prejudice the small- and medium-scale business.
- Tourism development creates the uncontrolled use of resources and consumption that increases pollutions and degradation.
- Lack of understanding regarding reporting system for the middle- and small-scale business.
- Voluntary based that makes the certification system are weaker than the government regulations and penalty.

Certification scheme may serve as a solution to bring measures and to serve as a tool for sustainable tourism assurance; however, on the other hand, the high price required by the certification body and the assessment process becomes an issue to get the certification (Font et al., 2007), the process including;

- Application to the certification body for the assessment process
- Assessment
- Improvement (need financial investment)

Hence, it is not easy for medium-scale or family businesses to apply, even though it could save future money. It would need support from the key government offices to help them improve their businesses to be more sustainable. For sustainable tourism, assessment using the indicator integrated with the planning and policies become a solution to improve the management system; for the destination, the assessment could become a powerful tool to create continuous development and protect the destination from the un-controlled and mass development.

2.4.1 Sustainable Destination Criteria and Indicator

Global Sustainable Tourism Council (GSTC) manages the global sustainability standards for the tourism sector. Destination Criteria is one of the standards that aims to preserve and sustain the world's natural and cultural resources while ensuring destinations meets its potential for conservation and poverty alleviation. The minimum requirements for any tourism destination need to reach become baseline and guidelines to help the stakeholders develop sustainable tourism destination (Global Sustainable Tourism Council, 2019). GSTC

Destination criteria will make stakeholders come to a similar understanding of sustainable tourism destination, focusing on sustainable management, preventing socio-economic, cultural, and environmental impacts (Global Sustainable Tourism Council, 2019). Thus, it becomes a baseline and benchmark for all related parties to have a common vision of sustainable tourism and create a sustainable destination.

GSTC criteria and indicator has been used by 157 organizations, destinations, certification body, consultancy, tour operators, association, and many more (GSTC, 2020). Moreover, even Green Destination standards are GSTC-recognized criteria to ensure and monitor sustainability in the destination (Destinations, 2020). Thus, GSTC was chosen due to the GSTC reputation as the first leading criteria and indicator in sustainable tourism and the trustworthiness of globally used standards.

Table 11 GSTC-D Criteria and Indicators

Criteria	SDGs
Section A : Sustainable Management	
A(a) Management Structure and Framework	
A1 Destination management responsibility	SDG 16 and 17
A2 Destination management strategy and action plan	SDG 17
A3 Monitoring and reporting	SDG 12
A(b) Stakeholder engagement	
A4 Enterprise engagement and sustainability standards	SDG 12 and 17
A5 Resident engagement and feedback	SDG 11 and 17
A6 Visitor engagement and feedback	SDG 11 and 12
A7 Promotion and information	SDG 11 and 12
A(c) Managing pressure and change	
A8 Managing visitor volumes and activities	SDG 11 and 12
A9 Planning regulations and development control	SDG 11
A10 Climate change adaptation	SDG 13
A11 Risk and crisis management	SDG 11 and 16
SECTION B: Socio-economic sustainability	
B (a) Delivering local economic benefits.	
B1 Measuring the economic contribution of tourism	SDG 8 and 9
B2 Decent work and career opportunities	SDG 4, 5, 8 and 10
B3 Supporting local entrepreneurs and fair trade	SDG 2, 8 and 12
B (b) Social wellbeing and impacts	
B4 Support for community	SDG 3 and 4
B5 Preventing exploitation and discrimination	SDG 10
B6 Property and user rights.	SDG 11 and 16
B7 Safety and security	SDG 3 and 16
B8 Access for all	SDG 3 and 10
SECTION C: Cultural sustainability	
Section C (a) Protecting Cultural Heritage	
C1 Protection of cultural assets	SDG 11

C2 Cultural artefacts	SDG 11
C3 Intangible heritage	SDG 11 and 12
C4 Traditional access	SDG 11
C5 Intellectual property	SDG 16
C (b) Visiting cultural sites	
C6 Visitor management at cultural sites	SDG 11 and 12
C7 Site interpretation	SDG 11
Section D: Environmental Sustainability	
D(a) Conservation of Natural Heritage	
D1 Protection of Sensitive Environment	SDG 14 and 15
D2 Visitor Management at Natural Site	SDG 14 and 15
D3 Wildlife Interaction	SDG 14
D4 Species Exploitation and Animal Welfare	SDG 15
D(b) Resources Management	
D5 Energy Conservation	SDG 7
D6 Water Stewardship	SDG 6
D7 Water Quality	SDG 3 and 6
D (c) Management of waste and emissions	
D8 Wastewater	SDG 3 and 14
D9 Solid waste	SDG 12 and 14
D10 GHG emissions and climate change mitigation	SDG 13
D11 Low-impact transportation	SDG 9 and 13
D12 Light and noise pollution	SDG 3 and 11

Sources: (Destinations, 2020)

It is shown that sustainable destinations cover a broad range of sectors with many stakeholders involved. The destination and the local community, tourism industry, tourism business, and even the biodiversity surrounding the destination become a necessary part of the destination development. Awareness, policy regulations, responsibility, and commitment become the fundamental part of a sustainable destination. Therefore, destination development is necessary to measure and ensure the development becomes more sustainable. Furthermore, GSTC is the expression of how we understand a sustainable tourism destination.

2.5 Related work on Sustainable Tourism and Sustainable Destination, Assessment, the development of the New Bali's and Tanjung Kelayang

In accordance to the report of Program For Result Information Document (PID) Concept Stage for the Indonesian Tourism Development Program by Thaib (2016), shows that Indonesia has been facing a challenge for developing the tourism sector, which includes,

- Lack of infrastructure for tourism activity, Indonesia even place in the bottom half ranks for the tourism infrastructure, service infrastructure, health and hygiene, and environmental sustainability. Lack of management and concern to the tourism sectoral create a huge gap for the development.

- Lack of human resources, lack of competency, and lack of skills in regard to the tourism activity. Indonesia has a limited number of people who have skills and capacity building in regard to tourism development. Most of the tourism sectors did not meet the goods and service quality standards.
- Lack of coordination and implementation, as a complex sector, a need for combination and cooperation both public and private sector, both from the government to the subnational level, is necessary. However, the decentralization of provincial and destination level coordination is so critical, so does the private sector and the investor.
- Lack of communication and meeting also become the issues.

Thus, to solve the issues, the government creates the master plan and the national tourism development zones. The government also creates policies to support foreign investment.

The work on Issues on Bali Tourism and Community Empowerment to Support Sustainable Tourism Development by Sutawa (2012) mentioned about Bali's tourism development that appears to be unsustainable. The author raised the problems of tourism development, including land-use change, water carrying capacity, and Balinese culture, also tries to address the solutions by community empowerment and involvement. The issues are influenced by modernization, urbanization, migration, and lack of awareness regarding sustainability and carrying capacity consideration. The details of the problem (Table 12) faced by Bali, are as follow

Table 12 Bali Tourism Issues

Issues	Details Issues
Land-use change problems	Many agricultural sectors have been changed their land to hotels, resorts, restaurants, and others. However, a lack of management regarding the fragile areas of the hotel, resort, and restaurant development creates an unbalanced effect and other development issues.
Water carrying capacity	The tourism industry's lack of control regarding water use creates a huge problem that causes a minus on the water supply. Where it is dominated by tourism activity rather than the domestic use.
Negative Impacts on Balinese Culture	Being an international tourism development becomes a challenge for Bali tourism development. Many pubs, bars, and clubs spread negative issues toward community morality. Lack of education from the religious and management from the government could destroy the Balinese culture.

Sources: (Sutawa, 2012).

Another work on Political Ecology of Water Equity and Tourism: A Case Study from Bali by Cole (2012) mentioned that the issues of unbalance distribution of freshwater to the local community create a huge gap between the local community and tourism industry; it leads to inequalities; it shows the government failure on empowering the local community and on issuing balance regulations. The issue continued after 5 years the research was released. In 2018, Vice.com (Smith, 2018) had a conversation with Wayan as a community leader who mentioned that *"Not many people realized that Bali is running out of groundwater due to the tourism industry"*; it leads to the dangerous situation of the imbalance, inequalities, and injustice water supply. Bali becomes tourist-friendly but not local-friendly. In Bali after all issues regarding water capacity, land-use change, and cultural degradation, the government came up with the new destruction ideas to build a small island called

Benoa Bay's Project with 700 hectares for the hotels and resort without any environmental impact assessment. The paper of *Sustaining the Unsustainable? Environmental Impact Assessment and Overdevelopment in Bali* by Warren and Wardana (2018) becomes a critique of tourism development in Bali; it mentioned that the root cause of Bali tourism development was from the government's neglect to the environmental issues; the results shown through the degradation of nature and biodiversity. Mostly it is only beneficial for the big-scale business, not the locals.

Due to the issues present in Bali, all-new destinations that become the New Bali shall learn from Bali and create a better development with the sustainability concept of development into the strategy and the action plan development. Therefore, this research conducted in Tanjung Kelayang through the analysis of the sustainability concept implementation to the destination that has been chosen as a New Bali to prevent the potential negative issues during the development.

The work on *Tourism Development in Indonesia, Establishment of Sustainable Strategies* by Pearce et al. (2020), mentioned that as a leading industrial development in Indonesia, the tourism sector requires proper planning and advanced strategy to maintain the development; thus, the strategy should include the sustainable destination development and sustainable certification. Sustainable tourism concepts and principles have been adopted by Indonesia since 1990 through the Act and regulations but remains unclear until 2016, where the government established the guidelines for the sustainable destination. Nonetheless, scholars believe that lack of support, un-detailed guidelines, and uneven information distribution become the gap in establishing the sustainable destination and sustainable tourism certification scheme in Indonesian tourism development. Thus, strong commitment, mature planning, regular monitoring, and mandatory regulations on sustainable tourism certification for the tourism industry are necessary to increase tourism businesses' continued improvement.

There are only a few research and academic papers focused on tourism in Bangka-Belitung and Tanjung Kelayang. The research of *The Role of Local Governments in the Construction of Film Tourism: Setting the Scene on Belitung Island* by Putri (2019) showed how Belitung was introduced through the movie *The Rainbow Troops/Laskar Pelangi* written by Andrea Hirata in 2005 and filmed to the cinema in 2008. The movie was set back in 1970s in Bangka Belitung. The story was about the gap between the rich people working in the mining industry and the poor people who worked as fishermen. This movie was also about the dream and struggle of pursuing education in rural Belitung. Since 2005 the number of tourist arrivals increased significantly, from 7.248 tourists in 2003 to 27.627 people in 2007 and increased to 320.000 people in 2018 in Belitung District. However, Indonesian tourism development was still concentrated in Java and on Bali Island. But with the popularity created by the movie, infrastructure and development in Belitung has improved. Hotels and other infrastructure have been built to support the filming and tourism activity. However, lack of cooperation and coordination between the government and the tourism industry stakeholders was also observed during the movie production (Putri, 2019). Therefore, cooperation among stakeholders needs to be in place to create a better implementation of tourism development.

The paper on *Sustainable Coastal Tourism in Tanjung Kelayang, Indonesia* by Hengky and Kikvidze (2020) is quantitative research conducted in 2018 with 150 questionnaires filled by the local people, tour operators, special economic zones administration, etc. that focused on the management planning, social, economic activities, and environmental impacts. As a result, tourism development in Tanjung Kelayang positively influences the socio-economic sector, but not necessarily for environmental protection. This idea has been supported by

the paper on Government Cooperation: Study of the Cooperation between Central and Regional Governments in the Development of Tourism Priority Destination in Tanjung Kelayang, Bangka Belitung by Berthi et al. (2018), that mentioned government neglect the environmental issues, and this becomes the root cause of the issues in Tanjung Kelayang tourism development. Sail Belitung event supported by the Belitung governmental sectors compromised carrying capacity and biodiversity in Tanjung Kelayang in the name of development promotion. Therefore, collaboration between stakeholders and risk identification shall be in place.

Moreover, The research of Marine Tourism Development Strategy at Belitung Municipality by Prima and Sobandi (2020) suggested Belitung to consider,

- Develop the stakeholder cooperation and relationship for infrastructure improvement,
- Local community competency and capacity building on the marine tourism to enhance local knowledge and increase their awareness to create proper management and development of the tourist attraction,
- Maximize and develop the quality and quantity of promotion, cooperation, and coordinate between government,
- Establish the destination development organization to coordinate with the local community, investor, and governmental sector.

The paper on Between Tourism and Ecology: Review of Political Policy Commitments on Ecotourism Development in Bangka Belitung by Ibrahim, Zukhri, and Rendy (2019) mentioned that there are six districts, one city, and one provincial government in Bangka-Belitung; nonetheless, none of the local government seriously links tourism development with ecological matters. The research found that,

- Only one government office concerns tourism development and puts it on their mission, and only three of the offices mention ecological mission while the other only mentions implicitly.
- All offices consider that tourism and ecological issues are separate from each other.
- Weak planning and implementation

Furthermore, the paper mentioned that lack of understanding, commitment, and cooperation between the government is why Bangka Belitung tourism development still lack environmental protection planning.

Moreover, the research of Impact on Tourism Sector on Regional Income in Belitung Regency presents the analysis regarding locally-generated revenue in Belitung district by Harefa (2020) shows the trend of tourism development slowly but surely become the primary income source. The revenue increases every year in Belitung and more infrastructure development for tourism sector is present in Belitung. There are some issues on the Belitung economic optimization, as follow,

- Compared to the mining sector, tourism is much slower in generating the economic development, but wider for the range of the coverage.
- Environmental protection should be in place to increase the quality of carrying capacity surrounding the destination
- Politics and governmental issues shall be resolved immediately to create a good governance
- Land-ownership shall be immediately resolved to protect the legality

There are very few research and papers on sustainable tourism of the 10 New Bali's, although it becomes the new idea of Indonesian tourism development. The paper on Tourism Impact on Conservation and Utilization of Borobudur Temple After Being Declared as Ten New Bali Tourist Destination in Indonesia by Pradana, Iban, and Setyastama (2020) presents a review of tourism development in Borobudur and the tension between different

interests, one focuses on profit with short-term planning, while the other focuses on carrying capacity for long-term development. These issues appear due to the President's ambiguous statement of, "*The target of the ten New Bali should be 20 million foreign tourists, with 2 million each*" (Post, 2017). Therefore, the organization concerned about carrying capacity was working hard to bring sustainable goals to the Heritage Tourism. Thus, the paper sums up that the government only wants to focus on targeting numbers without much in-depth analysis of the site's capacity (Pradana et al., 2020). Hence, this would be a lesson for all 10 New Bali's to conduct and identify the destination's carrying capacity. Then, the statement on 2 million people in the destination should also consider the destination's development and ensure that the presence of the people will not harm the environment. However, a lack of research on the New Bali tourism development concept and sustainable tourism in New Bali becomes a barrier to digging deeper into this issue.

Earlier works were done on using GSTC, An Exploratory Assessment of Significant Tourism Sustainability Indicator for a Mountain-Based Route in the Drakensberg Mountains by Mutana and Mukwada (2017), mentioned that the GSTC was used to ensure the level of sustainability understanding. This research uses GSTC-Industry criteria and indicators. Scholars mentioned that the GSTC criteria and indicators effectively work and are appreciated by the tourism business organization, but still need more deep questions on the community development and involvement due to the wages issues (Mutana & Mukwada, 2017). However, as a review, this research did not compare and use their local regulation on the wages policies. Therefore, GSTC criteria could only become the guidance that should be followed by the industries/destinations and local regulations. Therefore, this study only using the GSTC-D V2 as a tool, while the desk analysis and primary data help to ensure the data is not bias.

The paper on Formulating of Methodological Approach for Sustainable Criteria: A Case Study of Sagar Island, India by Hajra and Ghosh (2014) shows the performance of GSTC-D on the coastal island destination. This research creates a framework for how to formulate the GSTC as a scoring system. This research shows the process how to make the framework to use GSTC-D and using secondary data only. However, as a result, all criteria and indicators are Not Applicable. This would be a critique of the GSTC-D measures and indicators. The paper focused on the criteria and did not dig deeper regarding the challenges faced by Sagar Island tourism development.

GSTC has already updated the destination criteria in 2019 to achieve the SDGs in 2030. Therefore, in my research, the use of GSTC-D V2 and the primary and secondary data collection would be present to observe and analyze deeper and show the gap, leading to the recommendation.

GSTC have 156 members from the organization, government, certification body, tourism industry, and others. It was adopted in many certification bodies, such as Travelife (GSTC, 2020). GSTC was also adopted in Visit South Sardinia and became a sustainable tourism performance measurement system to ensure Italy's compliance (Modica et al., 2018). Thus, it has been proven that the GSTC is accountable for the criteria and indicators of sustainable tourism.

The literature review shows that as a model for the 10 New Bali's, Bali as a prominent tourism destination in Indonesia has faced the issues of land-use change, mass tourism, lack of freshwater for the local community, inequalities, and waste issues that are growing fast (Cole, 2012; Smith, 2018; Sutawa, 2012). Also, the literature review on tourism development in Belitung also questions the impact of tourism promotion and development. The example of the Sail Belitung event, which was conducted annually, got criticism due to the environmental

impact resulted from the event (Berthi et al., 2018). The other issues, such as mismanagement of waste, also appeared since 2019, and research has mentioned this, but there is no action taken from government to improve the management and development (Hengky & Kikvidze, 2020; Satrio & Andrariladchi, 2019; Valeriani & Putri, 2020). Lack of cooperation and commitment from the Belitung government to environmental protection becomes a huge barrier to solving the issues (Ibrahim et al., 2019). Therefore, this research aimed to analyze the current situation of Belitung tourism development, especially Tanjung Kelayang, from all related parties' perspectives and understanding regarding the tourism development issues. Thus, this research provides a bigger picture of tourism development and sustainability in Belitung and Tanjung Kelayang. The research was using the updated requirement GSTC D Version 2 for sustainable tourism destination development. Whereas the analysis helped Tanjung Kelayang to identify the compliance status of the requirements. Furthermore, different perspectives and point of views from tourism stakeholders regarding tourism development become the challenge in this research. As an outcome, the recommendation offered is from the qualitative approach.



CHAPTER 3 METHODOLOGY

This research aims to collect data and make the analysis of sustainable destination development in Tanjung Kelayang. The research uses a qualitative approach using both primary and secondary data collection. For the primary data, fieldwork was conducted in June – August 2021 with the observation and in-depth interviews with the relevant parties. The secondary data were analyzed regarding the regulations, Act, laws, master plan, and other studies related to the research. The intellectual contribution of this research is to develop the strategy for Indonesian tourism development, especially Tanjung Kelayang, emphasizing sustainable destination tourism development.



3.1 Methodological Framework

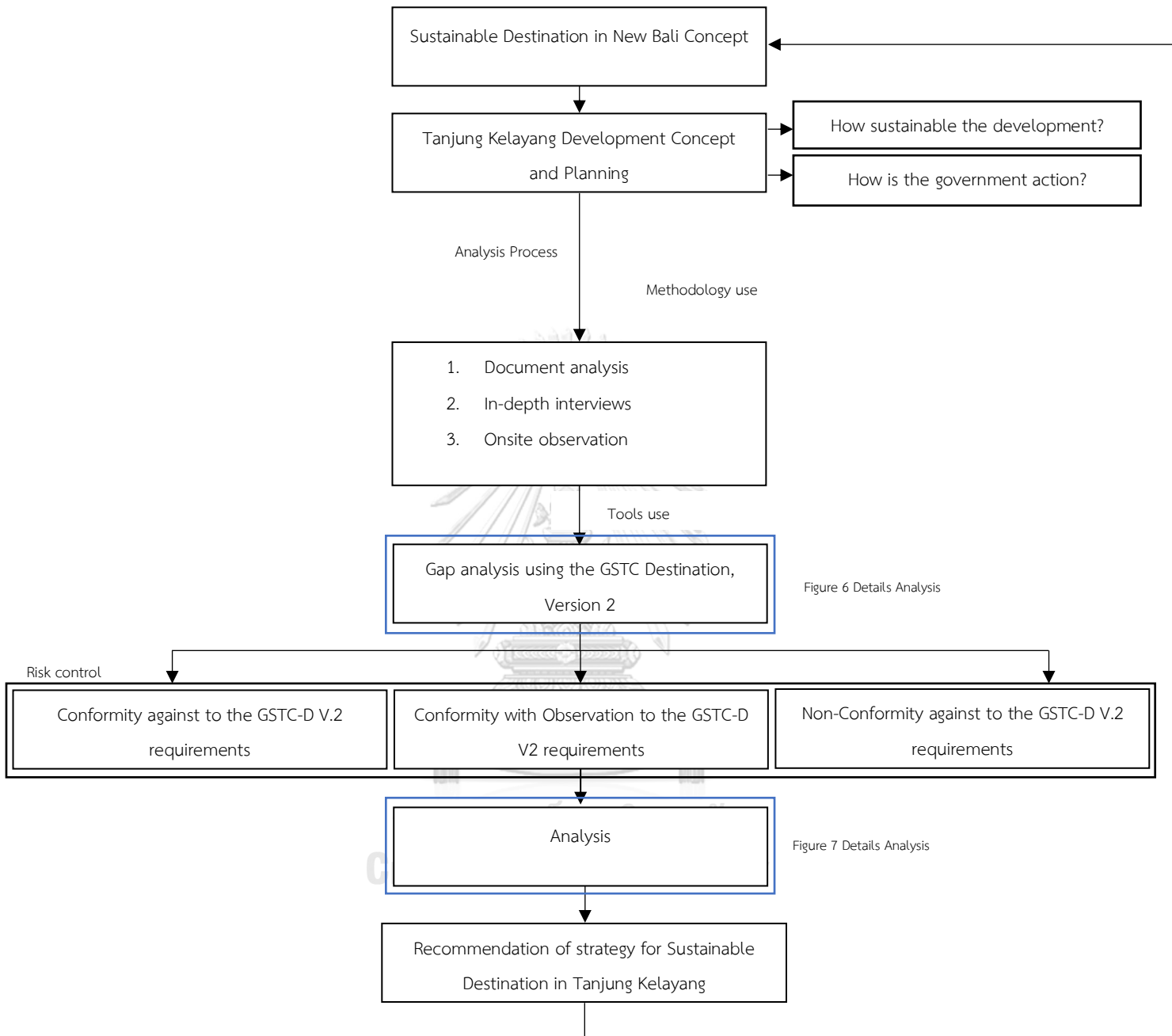


Figure 5 Methodological Framework

In this research GSTC-D V2 becomes a tool to measure the compliance of the Tanjung Kelayang to the requirement. It shows the gaps between the policy/strategy and the implementation (Figure 6); the result generated for the analysis part (Figure 7). As an output, the recommendation in chapter 6 will guide Tanjung Kelayang as New Bali to be more environmentally friendly with the sustainability concept followed.

The research uses descriptive analysis by the frame of GSTC-D V2 criteria and indicators to identify the gaps between the planning strategy and the implementation. Thus, such assessment becomes a guidance and method approach to collecting and investigating particular issues in Tanjung Kelayang tourism destination development.

GSTC-D V2 criteria and indicators assess the compliance against the sustainability concept (Figure 6). There are three categorized/statuses for the compliance, firstly “conformity” or C, which means 100% compliance with the criteria, secondly “conformity with observation” or CO means some percentages, but needs potential improvement, and the last is “nonconformity” or NC help to reveal the gaps. Next, the researcher collects more data and analyse the root causes, identify steps to address the gaps, and take corrective action. Then, the correction and corrective action results listed to see the trend of the issues, leading to the recommendation. In the end, the recommendation of sustainable destination development for Tanjung Kelayang provided as an output of the research (Figure 7).

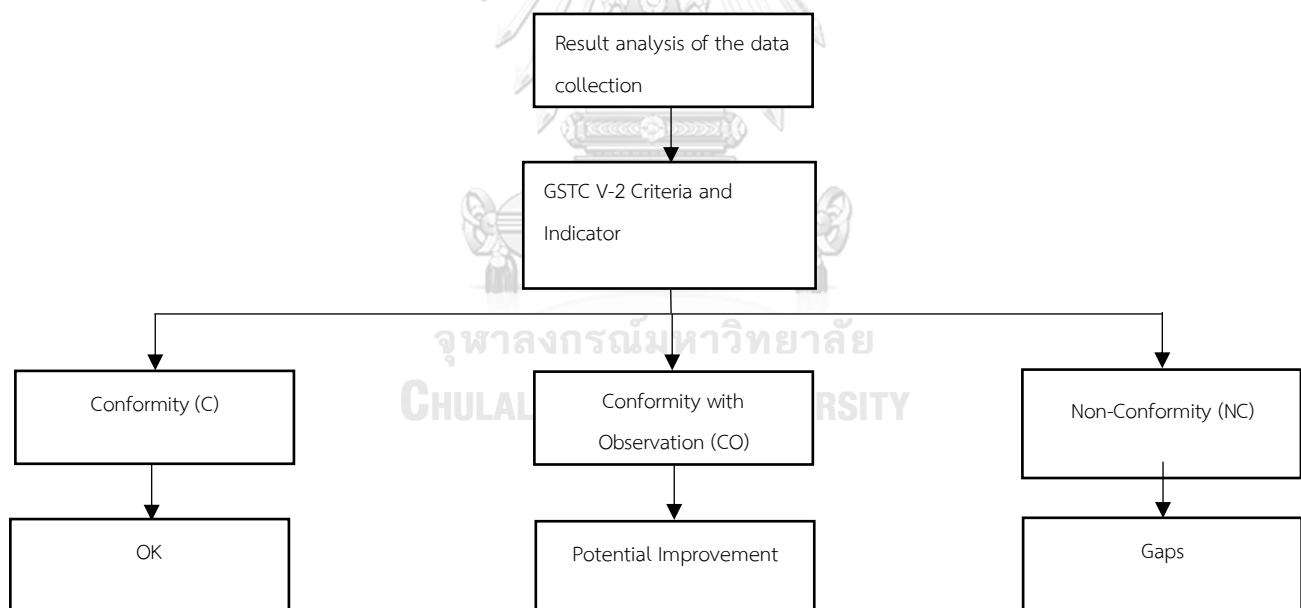


Figure 6 Gaps analysis of GSTC D-V2

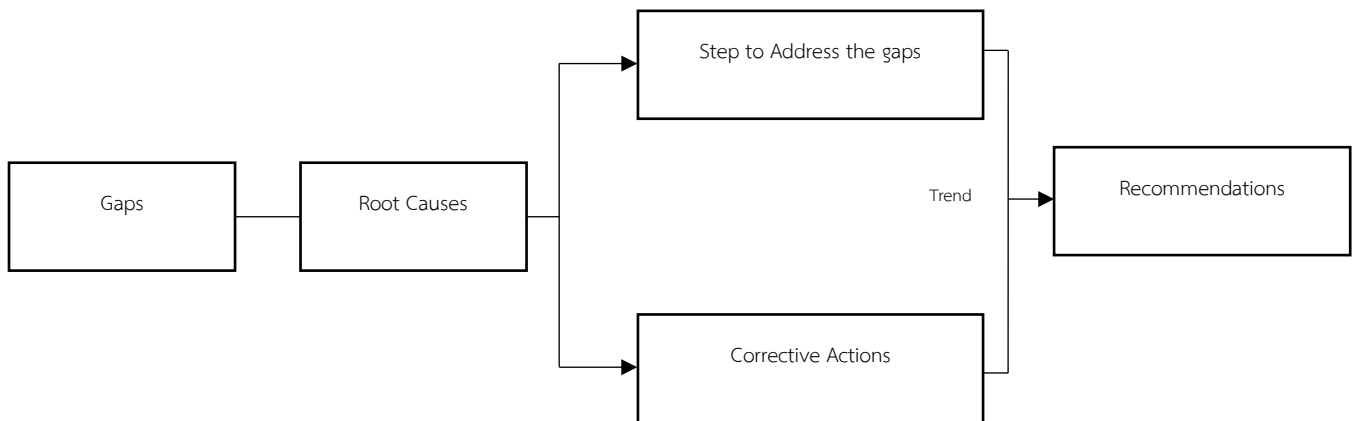


Figure 7 Analysis for Recommendation

3.1.1 Data Collection

Here is the chart of the data collection in this research (Figure 8),

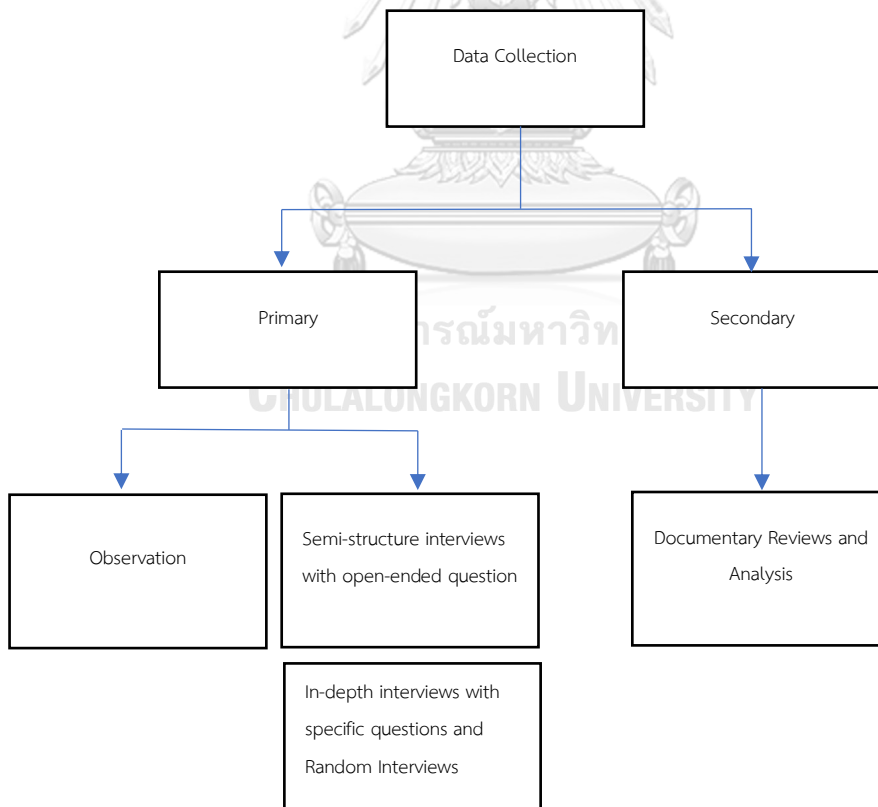


Figure 8 Data Collection

3.2 Secondary Data Collection

Secondary data provided in this research were based on the documentary and text materials relevant to the research (Table 13). Some data were from the governmental institutions, researches, websites, statistical documents from the government, news, and many more.

Table 13 Sources of Secondary Data from the Government

Type of document	Institutional Level
<i>Rencana Induk Pembangunan Pariwisata Nasional</i> (RIPPARNAS) or National Tourism Development Master Plan	National Level
<i>Rencana Induk Pembangunan Pariwisata Kabupaten</i> (RIPPARKAB) or District Tourism Development Master Plan	District Level
Strategy and Planning Tanjung Kelayang Development	Local Level (Tanjung Kelayang)
Annual Report	District Level
Tourism Industry Database	District Level
Evaluation Database	District Level
Monitoring Database	District Level
News, research, paper, journals, and website that related to the research	All level

3.3 Primary Data Collection

Primary data was collected through the field research. It helps the researcher to collect the data from various sources with a comprehensive range sample representing the topic (Carroll, Perez, & Toy, 2004). The methods used were observation, in-depth interviews both face to face and through online media, and random interviews.

3.3.1 Observation in Tanjung Kelayang

Onsite observation and verification were conducted in Tanjung Kelayang beach and surrounding Tanjung Kelayang (Figure 9) to verify findings from documents. This observation method help the researcher to obtain more information based on the field and help the researcher to understand and capture the context comprehensively and help discover things that no one has ever paid attention to (Patton, 2014). During the observation, the researcher had casual interviews with the people around Tanjung Kelayang.



Figure 9 Map of Observation Areas

Sources: (Badan Perencanaan Pembangunan Daerah (BAPPEDA) Kabupaten Belitung, 2018)

3.3.2 Semi-structured Interviews and In-depth Interviews

The semi-structured interview was used with the open-ended questions to obtain information on “why and how” (Patton, 2014) and lead the informants to elaborate more regarding the issues, for example, to get information on the perspective of the stakeholders based on people’s experience, to interview about audit and compliance, and to gather information about work conditions. The researcher also used in-depth interviews with key informants to find more understanding and critical views.

The people chosen as informants were based on the stakeholder’s list (Table 33 Appendix 15). The researcher identified organizations and people that would receive the direct and indirect impact, both positive and negative, from Tanjung Kelayang destination development as a New Bali. The list of the stakeholders from the governmental category was obtained through the interview with the Local Official Tourism Government of Belitung who helped map each stakeholder’s responsibilities. The hotel stakeholders were chosen based on types and levels of responsibilities. In brief, stakeholders chosen for interviews were from the local Government, local community, tourism industry, and also tourists themselves.

Table 14 List of the Group Stakeholders Groups identified as Informants

Stakeholder Category	Organization	Position/Unit
Government	Belitung Government	Deputy Regent of Belitung
	Tourism Official of Belitung District	Secretary of Official Local Tourism of Belitung
		Head of Planning and Reporting
		Institutional Development and Tourism Industry
		Tourism Destination Development

		Tourism Marketing
		Creative Economy
	Local Official Environment of Belitung	Head of Waste Reduction Section
		Environmental Analysis
		Environmental Quality Monitoring and Restoration
	National Awareness and Conflict Management	National Unity, Politics, and Community Protection Officials of Belitung District
	Keciput Village Official	Village Secretary
		Tanjung Kelayang Village Chief
		Staff
		Tanjung Kelayang Waste Management
Local Community	Local Stall Owner	Tanjung Kelayang Local Stall
	Local Community	Tanjung Kelayang and Belitung community members
	Boat Driver	Tanjung Kelayang Boat Driver
Tourism Industry	Local Hotel	Local hotel owner in Tanjung Kelayang and Belitung
	Chain Hotel	Big Chain Hotel in Belitung (Staff, HR, and General Manager)
	Restaurant	Local Restaurant
		Belitung Authentic Restaurant Owners
Tourists	Local Tourist	Tourist from local area
	Domestic Tourist	Tourists from other parts of Indonesia

3.4 Data Validity

Data validity is done by triangulation, which is the instrument to gauge the validity of qualitative research. The researcher uses three different types of triangulation are (Gibson & O'Connor, 2003), namely,

- Triangulation from different sources means that three different members or organizations from different organizations can give different perspectives on the same question.
- Triangulation from different methods means the same topics with different methods on collecting the data, such as surveys, interviews, focus group discussion, in-depth interviews, etc.
- Triangulation from other researchers compares to the primary researcher who conducts the same methods or data analysis.

To ensure data validity, the researcher used triangulation from sources, triangulation from method, and triangulation from another research were applied. The sources would be from community, government, private sources, etc., and the methods used were the desk analysis, observation, and interviews, with the desk study on the related research (Figure 10).

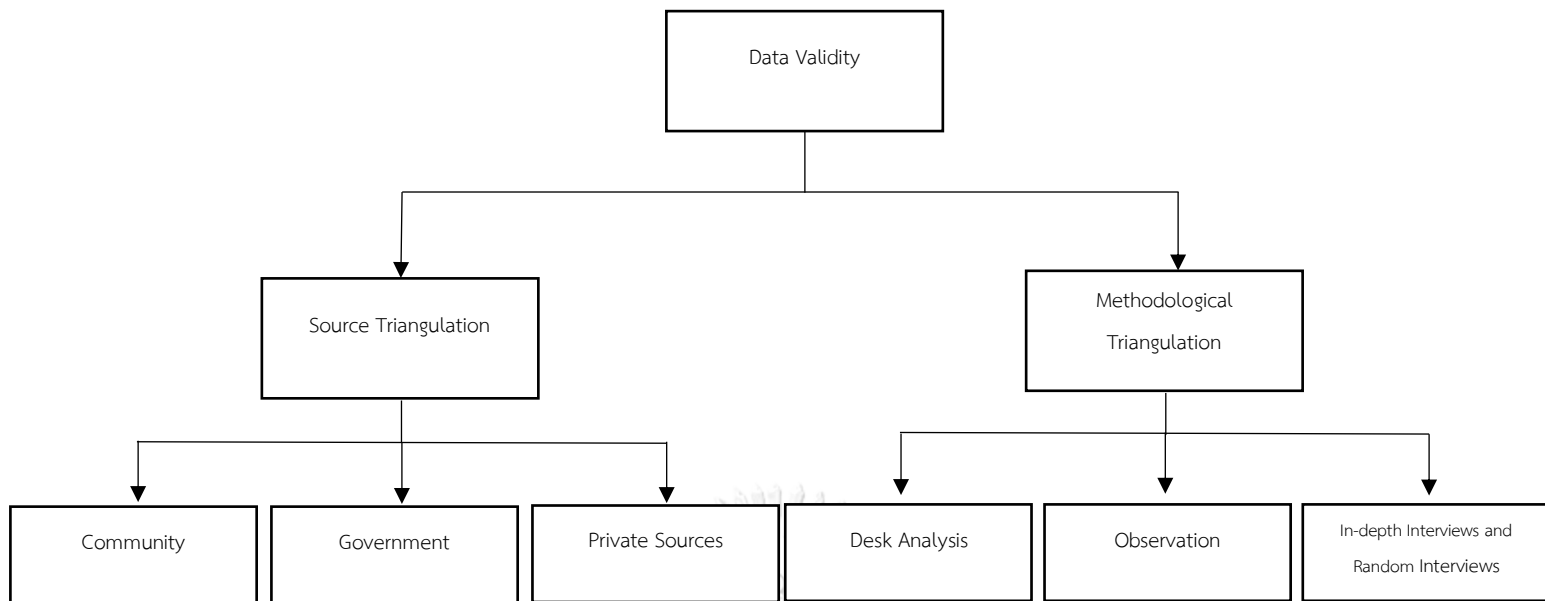


Figure 10 Data Validity Chart

3.5 Data Analysis

To analyze the data, the researcher uses 6 steps to organize and sort the data and do descriptive analysis as follows (Gibson & O'Connor, 2003; Maret, Iwu, Musikavanhu, & Handayani, 2018) (Figure 11):

1. Organizing data
2. Categorizing by ideas and concepts
3. Building over-arching themes
4. Ensure reliability, validity, and consistency
5. Findings possible and plausible explanation of the findings
6. Writing final report and highlighting the strengths and limitations, giving recommendations for future research.

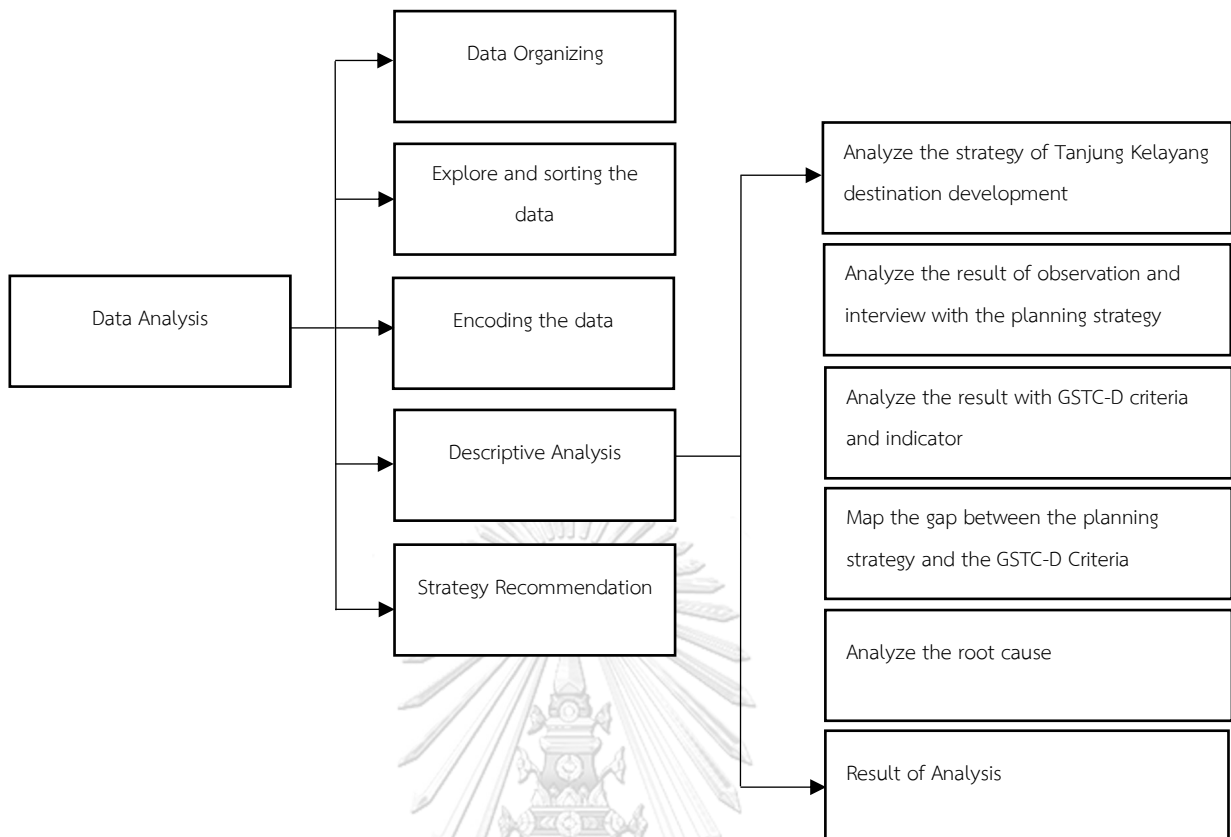


Figure 11 Process of Data Analysis

3.6 Limitation of the Study

This research was conducted during the Covid-19 pandemic situation when many restrictions from the National Government and other challenges were present in Belitung. Due to the Covid-19 situations, the researcher could not organize FGDs (focus group discussion) with the local community, so the questions and issues were raised in direct interviews instead. However, it would have been more fruitful to conduct the FGDs to meet community members in one place and to obtain the point of views about tourism development. In-depth interviews were conducted very carefully to avoid the potential risk of Covid-19 because of the vulnerable ages of the village elder.

Another major limitation was tourism downturn. The number of tourists who travel to Belitung – Tanjung Kelayang decreased due to flight and other travel restrictions, both international and domestic. Therefore, the number of tourists being interviewed was very limited. However, the data from the TripAdvisor website is beneficial to obtain the tourist perspectives on Tanjung Kelayang development. But if the researcher could interview many more tourists, then there would have been more diverse perspectives, point of views, and also different satisfaction levels, and also complaints. More information could have been obtained from tourists as the key stakeholder if there was no pandemic. Nonetheless, to the researcher used online platform and social media to collect information on tourist perspectives.

CHAPTER 4 BELITUNG AND TANJUNG KELAYANG

This chapter deals with the current situation and conditions of Belitung and Tanjung Kelayang tourism destination development; the data provided in this chapter was obtained through the observation, in-depth interviews with relevant stakeholders, and desk study through the related documents and statistical data from the government, relevant website, related previous study, regulations, ACT, laws, and policy. Thus, many perspectives and points of view served in this chapter, from the local communities, governments, industries, and tourists will be present. Hence, it will become the baseline information for the discussion part.

4.1 Physical and Social Settings of Belitung and Tanjung Kelayang

4.1.1 Geography and Natural Resources

Belitung is one of the islands located in the Bangka Belitung Province on the East coast of Sumatra (Figure 12), it covers 4.800km², and consist of two districts of Belitung district and Belitung Timur district. Belitung district has five subdistricts including Membalong, Tanjung pandan, Badau, Sijuk, and Selat Nasik. As the map below (Badan Perencanaan Pembangunan Daerah (BAPPEDA) Kabupaten Belitung, 2018).



Figure 12 Bangka-Belitung Map

Sources: (Soraya B Larasati, 2019)

Belitung is known for its granite stone, white sand, and blue ocean, and the location made Belitung Sea very nice and calm. The Global Geopark has been announced on 15 April 2021 and inaugurated on 22 April 2021; there are 17 destinations in Belitung which are recognized by UNESCO. Following the Geopark announcement of

Belitung, some points in Tanjung Kelayang have been marked as a Geo-site with the protection measures of the sites. Tanjung Kelayang became one in the list which including Hoping Island, Garuda Island, Kelayang Island, Pasir Island, Kepayang Island, Batu Berlayar Island, Burung Island, Malang Ara Island, and Lengkuas Island (Belitong Geopark, 2021).

4.1.2 Demography

The population number in Belitung District in 2020 was 193,493, with more male populations than female (Table 19 Appendix 1). The people consist of a diversity of ethnicities and religions with the majority of Malays and the other ethnic groups are Chinese, Bugis, Sundanese, Javanese, Balinese, and Maduranese. The population number in Keciput Village in 2020 was 2,550 consisting of 1,331 males and 1,219 females (Table 20 Appendix 2) Population in Keciput Village).

For the education description in Belitung, the percentage was slowly but surely increased since 2014, with an average of 8.94 years for the males and 8.07 years for the females in 2020. Although the average number yet follow the standard from the national regulations as per the Indonesian Act Number 20 in the Year 2003 regarding National Education System on Article 6 Paragraph 1, every citizen aged 7 to 15 is obliged to attend primary education, which means 9 years of education become the minimum education, but Belitung getting try to improve their educational level. It was also supported by the expectation from the government strategy to increase the school average years number from Belitung district to about 11.83 years (males) and 12.05 years (females) (Table 22 Appendix (4) Average Years Expected to be in School). In Belitung, the percentages of people receiving education categorized by level as followed (Badan Pusat Statistik Kabupaten Belitung, 2021)

- Elementary School 97.41%
- Junior High School 81.81%
- High School 46.11%

In Keciput Village, the percentage of people with proper education was still below the average. Only 16% of Keciput Village people have a proper education (Table 23 Appendix (5) Education Level in Keciput Village Sources). Following the education level data, 1,191 people are missing from the data (inconsistent data provided by the Official Government). The limited number of schools and unavailability of general transportation or school bus in Keciput village is the main problem for access to education. Until 2021, Keciput village only has 2 state elementary schools, 1 kindergarten, and 1 private Muslim boarding school, while the state junior high school and high schools are located outside the village. Therefore, many students ride their vehicles to reach the school, although it is against driving regulations.

"We need more cooperation from the higher government and officials to provide a good education facility to develop our future generations. People tend to focus on developing our place, while they forget to "develop" our people meaning providing education, capacity building and decent job".(Keciput Village Official through the interview on July 12, 2021)

4.1.3 Socio-Cultural Settings

In the beginning, the people who inhabit Bangka-Beitung were the sea tribes (Belitung Info, 2017b; Sofia, 2017). Moreover, according to the research from (Heidhues, 1991; Sumarti, 2013), in 1970s Belitung became the trading route and the stopover for the traders was mostly from China and Arab. Then, the island was taken over

by England and given to Dutch colonial on April 17, 1817. During the colonialization era, 1817 – 1944. Belitung was developed and became the tin mining areas, where the workers were brought from China. Thus, it became the history and the reason for the Chinese ethnicity in the Belitung district.

Belitung Island is also dominated by Islam. It began in the 9th century, where Islam was introduced to Belitung and presently dominates the population (Belitung Info, 2017b). With all diversity of race, religion, and ethnicity, Belitung is tolerant yet friendly and open to tourists (Sofia, 2017). The interview with the domestic tourist also found that they appreciate the local hospitality and tolerance. The history of the name of Keciput Village was from the word in the Indonesian language “*siput*” which is the translation for the marine snails which are abundantly found on the granite stones. This village has a vision “To Create the Keciput Village as Excellent Village from all Aspect of Government; Social; Economy; Culture; and Public Order Security with Community Participation towards to Independent Village and Advance in the Various Sector”. The missions of the village administrative office are:

- Putting the priority on public needs and providing public services;
- Implementing the government program to speed up the village development;
- Making inventory the potential natural resources and manpower as the sources of village income through in collaboration with education institution and/or relevant authority;
- Facilitating and opening the opportunity for all villagers to create and develop potential small-medium enterprises;
- Setting up the information centre to gather the local community needs such as agriculture products, handcraft products, as well as vacancy;
- Creating the village icon as village identity;
- Scheduling the cultural events to support the village as a tourism village areas;
- Providing special attention and award to the social workers in the community

Some cultural events promoted in Keciput Village/Tanjung Kelayang, are

- Buang Jong – Once a year in October
- Village festival
- Wedding Celebration
- Maulid of Prophet of Muhammad SAW
- Isra Miraj as a *gotong royong* in cleaning the funeral
- Seven Month Pregnancy Celebration
- Birth Celebration

4.1.4 Economy

According to the statistical data, occupational fields in the Belitung district consist of agribusiness, processing industry, commerce-hotel-restaurant, community service, and others (Table 24 Appendix (6) Belitung Occupancy Data). The occupational fields data are the latest from the official statistics unit; they have not been updated since 2015. The data showed a significant decrease of workers in the agribusiness sector, approximately

6.45% in one year from 2014 – 2015, while the public service sector is increased approximately 5.72% with 5,006 workers. For the industries sectors is also decrease about more than 2%.

Following the history of Belitung (Belitung Info, 2017a; Heidhues, 1991), the mining sector in Belitung was introduced in early 1817 by the Dutch colonial and the company of Biliton Mij that established in Belitung since 1850 – 1958. As a positive impact, it helps the infrastructure and access development such as road, health service, education, electricity, and so on. It is continued until 1944 when Japan take over the place, and back to Indonesia in 1958. As a result, uncontrolled and massive tin mining has damaged the environment. Followed by the research of (Budi Heri Pirngadie, 2015) regarding the Impact of Unconventional Tin Mining to the Land Use Change, it mentioned the illegal activity of tin mining could be found almost in all parts of Belitung District; it was present since the government of the district allows the illegal mining for the local community (unconventional mining) to help them out of the economic crisis (District Regulations PERDA Number 6 in the Year 2001). Many areas have been changed, damaged, degraded, and impacted to decrease the land productivity, and even worse as the condition continue as follow below,

- Water and soil quality decrease due to toxic chemicals absorbed into the environment
- Ecosystem and habitat loosed due to land clearing and open mining
- Water contamination in the rivers, contaminated with iron, tin, E. coli, increases the COD and BOD₅, where the level of status was dangerous and would be affected to the human disease and environment harmed.

Furthermore, following the research of Economic and Financial studies by Sulista in 2019, the economy in Bangka Belitung Island Province is dependent on the export commodities of white pepper and tin. Both sectors have changed due to the price fluctuation and the policies, proven by the transformation economic sector in Bangka Belitung in 2002-2017. 2002-2006 people moved from agriculture to mining, 2007-2013 moved back to the agricultural sector, 2014 both agriculture and mining have lows contribution, 2015-2017 changed to the agricultural due to the white pepper price is getting better than the mining. Bangka-Belitung province provided 53.6% of the total world peppers exports in 2000 (Sulista, 2019). While the tin sectoral has become the second-largest tin producer in the world, which controls a global market of 20.47% in 2015 for about 339,54 ton, and there are 2 smelters provided in Belitung (Agus Supriadi et al., 2016). Hence, the economic sector in Belitung covered both the tin mining sector and the white peppers.

However, with all of the economic history of Belitung, the fisheries remain to become the original economic development of Belitung, and it was brought by the ancient of Belitung Sea tribes. Nonetheless, the number of fishermen was slightly decreased from 6.2% in 2018 and 6.1% in 2019 from an overall population (Table 25 Appendix (7) Number of Fisheries in Belitung District) with total marine production of 8,069,081 in 2019 (Table 26 Appendix (8) Belitung Fish Production 2018-2019). Furthermore, in Belitung, a traditional way of fishing still dominated; they only used string for fishing (Figure 13). While for the boat, there are many types of boat used by the fisherman (Table 27 Appendix (9) Boat Type of Fisherman in Every Sub-District in Belitung)

Here is the picture of the boat driver and the traditional fishing style in Belitung,

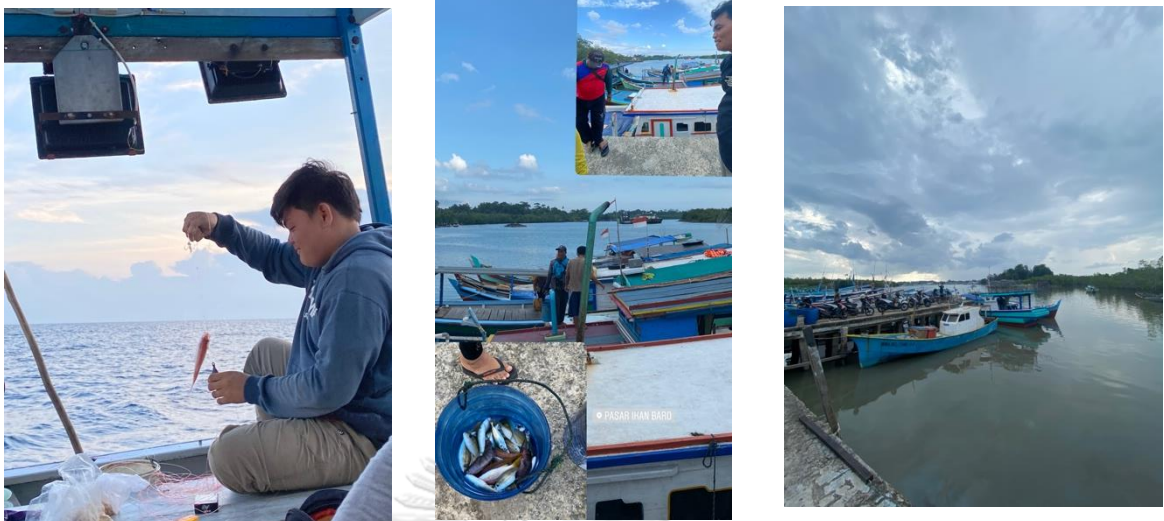


Figure 13 Fishing Activity in Belitung District.

Sources: (Herdi Andrariladchi, 2021)

In Keciput Village, the fishermen harvested 80 tons of marine products in 2021 (Table 28 Appendix (10) Keciput Village Fisheries Production). Although the number of fishermen is only 30% (Table 29 Appendix (11) Keciput Village Employee Data), but the effectiveness of the sectoral could increase the local livelihood. The local community mentioned the marine product is not only for sale but for family consumption. With the advantages of the island characteristic for fisheries, Belitung also tries to develop the agribusiness sector, The data (Statistik, 2021a), show the fruits and vegetables are produced in the Belitung district, so agribusiness has the key role for the local community to cater for visitors/consumers (Table 34 Appendix (16) Fruit and Vegetable Production in Belitung District). Hence, in Keciput Village, the fisherman's domination remains the source of economic development and livelihood, while the other agribusiness and tourism are still in the process of introduction (Table 35 Appendix (17) Keciput Village Agribusiness Products).

4.1.5 Tourism Development in Belitung and Tanjung Kelayang

Due to the fluctuated price from the tin and the white pepper commodity, many people are trying to look at other more sustainable economic development sectors. Tourism came to Belitung in 2005-2008 through the best-selling novel and movie of *Laskar Pelangi* by Andrea Hirata. This movie is set in Belitung, mostly showing and introducing the beaches and the beautiful view of Belitung. Thus, it was adequate to increase the curiosity of the viewers. As a result, many tourists started to travel to Belitung. The movie's perfect location choice became a factor of successfully engaging the viewer with the Belitung tourism destination (Kusumawardhana & Imanjaya, 2016). This movie was also told about the effect of the Belitung tin sectoral, which highlights the distinct social gap between the middle class working at mining sectoral while the others were casual workers such as traditional fishermen with poor economic conditions (Putri, 2019).

Following the interview with the key stakeholders, they all agreed that the movie of *Laskar Pelangi* is the factor that increases the number of tourists in Belitung

“*Laskar Pelangi* became our first step in regards with tourism development; it also became our first move with all related government to concern regarding tourism development” (Local Official Tourism Government of Belitung, through an interview on March 19, 2021)

The research of Sofia (2017), mentioned that after the island became well-known, the government started to develop Belitung to be ready to serve tourists. One of the most iconic tourism destinations in Belitung is Tanjung Kelayang. Belitung tourism has increased local community livelihoods income and the overall economy. Since the novel *Laskar Pelangi* has been boomed, all people livelihood has been changed. The number of visitors even increases to 800 percent or about 7,000 tourists annually; the flight added from twice a week to seven flights a day with the various airline.

Following tourist arrival data during 2009-2010, it shows the number increased compared 2009-2010 about 55% and keep increasing (Table 30 Appendix (12) Number of Tourists in 2009 – 2010), and it is continues increasing until 2019, following the (Table 31 Appendix (13) International and Domestic Tourists Arrival 2012-2020), from 2012 to 2017, domestic and foreign tourists experienced a significant increase. However, data on tourist visits in 2019 and 2020 showed a significant decrease for domestic and international tourists due to the pandemic of Covid-19. However, during the pandemic, domestic tourists can still travel with strict protocols and policies. For information, tourist arrival number data for 2018 was not available in the Statistical Bureau or Local Official Tourism of Belitung.

Moreover, the following number of hotels data in Belitung has increased significantly. In 2015, the number of hotels was 40 hotels, including non-start hotels up to four stars. Meanwhile, according to the latest data in 2019, the number of hotels increased to 62 hotels (Table 32 Appendix (14) Hotel Data in Belitung District 2012-2019); therefore, the accommodation of Belitung has been well established and ready to serve tourist with various type and stars of hotels. The hotel consists of 5 Star Hotel (1), 4 Star Hotel (7), 3 Star Hotel (12), 2 Star Hotel (11), Uncategorized Hotel (31).

Following the interview with the local community and local government In Keciput Village, 3 main sectors dominated economic development: fisheries, agriculture and plantations, and tourism. Especially nowadays, fisherman merge their business; in accordance with the interview with one boat driver,

“In the evening, we went fishing and, in the morning; we returned to work as a boat driver for tourism activity, it helped us to increase our money” (Fisherman (boat owners) through the interview on June 1, 2021)

Moreover, following the interview with key stakeholders, tourism development in Belitung district is one reason to stop mining activity, which harms the environment and destroys nature.

“Belitung has many beautiful nature and natural resources. Therefore, to stop mining activities, tourism became one of the highly recommended alternative solutions to increase livelihood and economy while protecting nature and conserving the environment. The example of how Bangka Island destroys the ocean in the name of economic development by mining activity showed to become our reflection in how we protect our land. Thus, we are pleased to welcome tourism as a new economic transformation.” (Local Official Tourism Government of Belitung, interview June 15, 2021)

The local community also mentioned that tourism development is a good step because the people in Tanjung Kelayang mostly work as fishermen. Thus, to protect the sea from mining activities, tourism can be an alternative to increase economic development while protecting marine degradation. Many people rely on and

hope that the tourism sector can help them develop and protect their natural resources. Quoted from (Nabilla Ramadhian, 2020) the newspaper and interview with Isyak Maerobi as a Deputy Regent of Belitung District mentioned that

“In the past, they did not believe that tourism would be a new sector for their economic development. This transformation has been quite successful, from mining and granite to the tourism sector.” (Isyak Maerobi, through the interview in Kompas.com page 1 on September 23, 2020)

According to the interview with Isyak Maerobi (Deputy Head of Belitung District), the economic transformation from mining to tourism satisfied the local community, especially those who work in fisheries, as they do not have to worry about the environmental damage caused by the mining sector.

Nonetheless, with all benefits obtained by tourism development (Sofia, 2017), the negative impact of the tourism sector on socio-cultural appears. For example, many aspects of culture have changed, many mosques are empty because people are starting to focus on the tourism sector, local people are starting to use social media, namely Instagram and line, tourism also has negative impacts such as bikini culture and alcohol, although the numbers are still small.

Furthermore, some of the adverse impacts bring some positive impacts. For example, the interview with the local community and local stall surrounding Tanjung Kelayang mentioned the social media allowed them to increase their income through tourism. But, on the other hand, for the bikinis, it still became a debatable issue, where locals were not that ok with the bikinis, in some way, there is no regulations, policies, laws, or even information provided to the tourist in regard with the bikinis matters/restriction or the cloth recommendation for the tourist.

4.2 Belitung and Tanjung Kelayang Tourism Stakeholders

As a complex sector, tourism involves many stakeholders in the development. The main key stakeholders are decision-makers in governmental sectors such as Deputy Head of Belitung District, Local Official Tourism Government of Belitung, Local Official Environment of Belitung, National Unity and Political Officials, a Local Official Government, etc. Other key stakeholders are the local community and residents, tourism businesses covering local, small-medium enterprises, and large-scale businesses. The statement from the Deputy Head of Belitung District

“Tourism is a wide range sector covering all government official from the national, regional, and local levels, small-medium local scale businesses, international businesses in the tourism industry, local community, and many more. Thus, it is also shown during the pandemic, where not only the direct sector which are affected but also the other sectors such as a bank, local agribusinesses, local fishers, and many more” (Deputy Head of Belitung District, through the interview on July 6, 2021).

The table below shows several stakeholders in Belitung tourism development,

Table 15 Stakeholder’s roles in tourism development

Stakeholders group	Sector	Role in tourism development
Governmental Bodies	National Government	As a key holder on the development, the national government has a role in establishing policies, regulations, strategies, and planning

		<p>for the regional government development.</p> <p>In this research, several national policies and regulations were used, including the RIPPARNAS, Government regulations Number 50 in the year 2011, Ministry regulations Number 14 in the year 2016, and Act Number 32 in the Year 2009.</p>
	<p>Regional Government</p> <ul style="list-style-type: none"> ● Deputy Head of Belitung District ● Local Official Tourism Government of Belitung ● Local Official Environment of Belitung ● National Unity and political official Belitung District ● Keciput Village Official 	<p>As a keyholder who understand Belitung and the destination, the regional government develops local strategic plans and implement policy, regulations and conduct public engagement (E. UNWTO, 2013). Thus, the national regulations/policies/planning/strategies are referred back to the national government.</p>
Tourism Industry	<ul style="list-style-type: none"> ● Destinations ● Hotels ● Restaurants 	<p>As a sector directly interacts with tourists, the tourism industry represents how tourism development is implemented to the ground. It will show the reflection from the socio-eco and environmental sustainability strategy and planning that been arranged (E. UNWTO, 2013). Thus, the tourism industry represents how the planning/strategy is made to implement their operational mechanism, which directly engages with the tourists.</p>
Expert	Academics	<p>Having more knowledge and strategy development, capacity building, and specific advice and expertise from academics could give another perspective from another point of view (E. UNWTO, 2013). Thus, on tourism development, academics could provide a broader perspective and analysis regarding the situation. Academics could also create a framework and blueprint to develop tourism sectoral balancing theory and field situation.</p>
Tourist	Domestic Tourist	<p>Due to the Covid-19 pandemic, domestic tourists were the only group traveling to Belitung. Moreover, tourists become a primary income resource, directly in touch with the</p>

		environment and local community (E. UNWTO, 2013). Thus, guidance, information, and knowledge regarding the issues on tourism development are necessary to inform tourists due to the role of tourists on tourism development.
Local Community	<ul style="list-style-type: none"> • Local tourist • Local enterprises/business • Local community 	The local community as the host needs to be considered as having a prominent role in the development. Their basic needs and voice need to be heard to make the same vision regarding tourism development to decrease potential risks and increase future development opportunities.

4.3 Master Plan for Tourism Development

Master plan for Tourism development in Indonesia was arranged in the Act Number 10 in the Years 2009. It was mentioned there will be several master plans provided, including National Tourism Development Master Plan (RIPPARNAS), Provincial Tourism Development Master Plan (RIPPARPROV/RIPPARDA), District Tourism Development Master Plan (RIPPARKAB). Whereas the RIPPARKAB will be based on the RIPPARPROV and RIPPARNAS strategy and action plan.

Moreover, the role of Act Number 10 in the Year 2009 to the Indonesian tourism development is to protect, conserve, and preserve the tourism destination, refer to the Article no 27 Clause 1 mentioned “*everyone is prohibited from damaging a part of or all tourist attraction*”, and Clause 2 the word damage mentioned in Clause 1 means changing the shape and color, eliminate the certain species, polluted the environment, move, take, damage or destroy the destination which resulting in the loss of uniqueness, beautifulness, and authentic value of the destination that determined by the government (President of Republic of Indonesia, 2009a). Furthermore, the major point need to take into account by the decision-maker is to increase tourism awareness, which involves all related stakeholders along with the commitment to protect the destination, both through the monitoring and evaluation mechanism (Jaya & Ariana, 2011)

4.3.1 National Tourism Development Master Plan

Through the Government Regulations of the Republic of Indonesia, Number 50 of 2011 regarding National Tourism Development Master Plan or RIPPARNAS in 2010 – 2025 (Presiden Republik Indonesia, 2011) has been provided information as a baseline for the regional tourism development to be followed. According to the RIPPARNAS, the vision on Indonesian tourism development was including the world-class tourism destination with competitiveness follow and based on the sustainability concept to improve the local community prosperity. To achieve the visions, RIPPARNAS has also provided the mission, including safety destination development, increasing attractiveness, improving accessibility, environmentally friendly, and local-economic development based. In addition, the key point was including effective and efficient marketing to attract more visitors; thus, to

achieve high accuracy information to increase attractiveness, the partnership between the tourism industry and other stakeholders shall be obtained.

All of these visions and missions could only be achieved through commitment and cooperation between the key stakeholders. RIPPARNAS has been prepared the action plan to ease the implementation of the strategy. Nevertheless, as a critique, the action plan and the target set in the RIPPARNAS were only focused on the benefits, profits, and number. Although it was mentioned regarding sustainability-based development, there are no action plans and targets regarding the achievement that covered the sustainability concepts. Thus, it creates a biased and un-clear statement for the sustainable tourism development principle.

4.3.2 District Tourism Development Master Plan

The district tourism development master plan was arranged once every 15 years. This RIPPARKAB was arranged followed the Act Number 10 in the Year 2009 regarding Tourism and the Government Regulations number 50 in the Year 2011 regarding the RIPPARNAS 2010-2025.

The RIPPARKAB is expected to guide regional tourism development. In the case of Belitung, the RIPPARKAB was arranged to be followed with the vision to make Belitung become a world-class tourism destination and improve the welfare and prosperity of the local community. RIPPARKAB Belitung was arranged by the Regional Development Planning Bodies (BAPPEDA) of Belitung in collaboration with the Institute for Research and Community Service of Bandung Institute of Technology and the Center for Tourism Planning and Development (P-P2Par) Bandung Institute of Technology. Following the regulation in the Belitung Tourism Development District, the District Tourism Development Master Plan (RIPPARKAB) was written in 2014 from 2015 to 2025 (following the RIPPARNAS period).

RIPPARKAB Belitung became the baseline for the master plan and the strategy to guide the policy and regulations for Belitung tourism development, covering all related parties and stakeholders. It claimed to become a solid strategy to grow local prosperity, protect the environment yet the culture, and conserve nature. Moreover, RIPPARKAB became the baseline for sustainable tourism development with a conceptual framework of natural and artificial environment protection, social and community cultural development and protection, norms of religions, society, and culture implementation, and integrated and synergies cooperation with other sectoral and stakeholders.

RIPPARKAB Belitung (Badan Perencanaan Pembangunan Daerah Kabupaten Belitung, 2014) vision is to build the geo-tourism destination with global competitiveness, responsibility, and sustainability to develop the local community and improve the prosperity. The missions to achieve the vision is through geo-tourism development, sustainable tourism development, cooperation, accountable and integrated marketing, and human resources development. Thus, RIPPARKAB plays a vital role in Belitung tourism development. Moreover, based on the principles, vision, mission, purpose, and related regulations regarding tourism development in Belitung district, RIPPARKAB Belitung has mentioned the guidance that needs to be followed, as follow as below,

- The tourism development of Belitung should consider natural geological, marine, flora and fauna potentials, culture, history, and creative industries as complexity to strengthen destination development with global competitiveness.

- Destination development should fulfil the local communities' self-potentials development through educative and creative tourism activity.
- Integrated tourism development with all related parties.
- Integrated tourism development with the other district.
- Strengthening local tourism enterprise through the partnership between small-medium enterprises and large-scale businesses to encourage local economic growth.
- Develop both national and international networks for the tourism industry of Belitung district to achieve high business credibility and compliance with international standards.
- Responsible and integrated marketing system between tourism destination and tourism industry.
- Periodically responsible evaluations on the marketing to increase the effectiveness
- Develop the government structures, local community, and human resources on quality improvement in the planning, management, and control of tourism in the Belitung district.
- Improve tourism management system that encourages the implementation of world tourism code of ethic with the norms of local beliefs, social, and cultural as the main consideration.
- Develop policies and regulations consistent with considering local beliefs, norms, and culture on monitoring the development.
- Give the appreciation system to improve the tourism business, human resources, tourism organization to achieve the vision.

In such a way, the guidance focuses on creating a balanced development for all related parties with significant consideration on protecting the environment and increasing local prosperity. It is in line with the concept of sustainable tourism focus and involves the socio-eco-enviro to ensure environmental protection and preservation, community well-being, and the improvement for the visitor needs (Swarbrooke, 1999; E. UNWTO, 2013). Thus, the GSTC standard for the sustainable destination is the best choice to engage a wide scale of networking. Following the IDSC report, it is mentioned that many European tourists begun must consider a sustainable tourism certification scheme to achieve the responsible tourist (Andrariladchi, 2019b). Following the report from Booking.com, the number of tourists who have considered and are aware of the sustainable tourism certification as the tourist reason to choose the hotel was 61% (Booking.com, 2021). Thus, it is a visible opportunity to develop Belitung district globally.

Furthermore, RIPPARKAB Belitung also provide responsible tourism, ethical tourism, integrated, and synergies tourism development as details as below (Badan Perencanaan Pembangunan Daerah Kabupaten Belitung, 2014);

Table 16 Tourism Principle and Detailed Plan

Tourism principle	Detailed plan
<ul style="list-style-type: none"> • For responsible tourism it is focused on; 	<ul style="list-style-type: none"> • Established the socio-eco-environment development by maximizing the opportunity and positive impact while alleviating the negative impact on the development. • Increase the local economic prosperity and involve them in the decision-making to minimize future risks and issues. • Infrastructure improvement • Provide a positive contribution to the conservation of nature and

	<p>culture.</p> <ul style="list-style-type: none"> • Provide a local experience with a traditional socio-culture-environment in the destination to the tourist to increase tourist responsibility • Provide the facilities for people with special needs • Encourage respect between tourists and the local community • Increase local confidence and pride.
<ul style="list-style-type: none"> • For ethical tourism, it focuses on ethical principles as a factor in planning, managing, and controlling development. 	<ul style="list-style-type: none"> • Local beliefs, norms, and culture. • Implemented the world tourism global ethic • Provide proportional access in the utilization of tourism potential between the local community and tourist • Provide appropriate rewards for tourism workers. • Periodically control the culture commercialization and social adversity.
<ul style="list-style-type: none"> • For the integrity and synergy of tourism development, it is the cooperation with all related parties, either the line scale of stakeholders or the cross-lane stakeholders, with a focus on 	<ul style="list-style-type: none"> • Leadership in favour of tourism • Commitment to achieving the goals • Effective communication and coordination • Scheduled and periodic monitoring and controlling of tourism development

Sources: (Badan Perencanaan Pembangunan Daerah Kabupaten Belitung, 2014);

4.4 Ten New Bali Concept of Tanjung Kelayang Destination Development

Following the interview with the Local Official Tourism Government of Belitung and the Keciput Village Officials, they mentioned there is nothing happened in the last 6 years since Tanjung Kelayang's being chosen as a New Bali destination. There has been no further support, i.e., funding, assistance, skill improvement, or empowerment to Tanjung Kelayang local community. Keciput Official Village also mentioned there is no communication from the national government regarding the New Bali development concept.

The New Bali is the vision of the President of the Republic of Indonesia, where the objectives are to deploy the economic development benefits all over Indonesia, the missions provides by the governments of Indonesia is the infrastructure development (Islands, 2019). The goal is to increase the number of tourists in New Bali. However, the government did not develop a mature strategy and action plan. Each destination selected has a different characteristic and issues on their development. The Local Official Tourism Government of Belitung and Keciput Village Officials mentioned that lack of sustainable tourism development plan in Tanjung Kelayang creates a problem on the development. Unclear land ownership in Tanjung Kelayang is still an issue. KEK location in Tanjung Binga was named Tanjung Kelayang also drives the misunderstanding regarding the location of tourism development.

Furthermore, there was no commitment to the target of sustainable tourism destination established and prepared by the New Bali tourism destination development. Most of the targets focus on maintaining, increasing, and developing foreign exchange, income, and the number of tourists, without any risk assessment on carrying capacity consideration, conservation, protection of the environment, and socio-eco-cultural conservation as one of the targets to develop the Tanjung Kelayang as New Bali.

4.5 Tanjung Kelayang Current Situation

4.5.1 Environmental Situation

Through the observation, the researcher found the waste problems in Tanjung Kelayang beach (Figure 14). The local community and local stall surrounding Tanjung Kelayang, mentioned the waste was produced by the local tourist. Local Official Tourism Government of Belitung and Keciput Village Officials mentioned that the lack of awareness from the local tourist creates this issue, many of them depending on the cleaning service, which could clean the place while they are littering. The observation also shows local tourists were easily littering the waste.

The local stall also mentioned the lack of support from the government to provide adequate bin and signage facility. From the observation the government has provided the bin for the waste, along with the separation name, but not in good condition. They separated the name outside, but in actuality the waste is not separated; there is no compartment inside (Figure 15); as a result, all trash is mixed inside. This condition also appears because there is no monitoring activity to manage the container. The waste management responsibility was given to the local enterprise and local community. While the local people have a burden and a gap of knowledge and education. As a result, most local communities and local stalls burn the waste; the waste burned was the bottles, plastic, and papers, which impacted air pollution.

Following the observation, the researcher collected more than 10 kilograms of plastics and bottles (uncleaned) through cleaning the beach, mostly the snack and water plastics bottles—this waste produced from the tourist activity in Tanjung Kelayang. Moreover, the traditional waste handling through the waste burning by the local community increased the other issues of the air pollutions, especially for plastic waste burned which will escalate the bioplastic in the air and have the potential of human health. It slowly but surely started to pollute the environment and ocean and even degraded the coral biodiversity. Therefore, waste handling management became an important mechanism to solve the issues. The mechanism needs cooperation from all related parties, especially the government as a decision-maker. The local government as a decision maker should take action to measure and ensure the waste handling management is implemented adequately, by increasing the local communities, local stalls, and tourist awareness through the short brief, information board, and providing the appropriate infrastructure for waste handling management.

Key parties' lack of support and commitment was mentioned as a root cause for unsustainable tourism development in Indonesia (Pearce et al., 2020). The research of Berthi et al. (2018), mentioned the environmental condition of waste, pollutions, and trash polluted the beach, caused by the lack of communication between the Local Official Tourism Government of Belitung and the local organization such as POKDARWIS, including the tourists; During the Sail of Belitung event supported and facilitated by the Local Official Tourism Government of Belitung did not considered the environment management (Berthi et al., 2018). The research of Andrariladchi (2019a) also mentioned in 2019, the waste became an issue on Belitung tourism development. Thus, waste

management is important in tourism development. Because of the activity and the high flow of tourists, the local populations are growing everyday, which also escalates the consumption level that leads to waste issues.



Figure 14 Tanjung Kelayang Waste Situation

Sources: (Herdi Andrariladchi, 2021)



Figure 15 Tanjung Kelayang Waste Situation

Sources : (Herdi Andrariladchi, 2021)

4.5.2 Tourism Situation and Economic Impact from the Pandemic

Through the interview with the Keciput Village Officials, there are 3 main focus on the economic development in Keciput Village, the first as the highest is the fisheries, the agriculture, and tourism. Presently, due to the pandemic Covid-19 situation, the tourism sector in Tanjung Kelayang has been drastically slow down for a while, even so the local tourist still comes to Tanjung Kelayang, but not as much as before the pandemic. Nevertheless, according to the interview with Local Official Tourism Government of Belitung and Keciput Village Officials, there is no data regarding the number of tourists visiting Tanjung Kelayang due to the unavailability of gate system or ticketing in Tanjung Kelayang. Moreover, the tourist arrival data (Table 31 Appendix (13) International and Domestic Arrival 2012-2020) shows that the number of tourists drops from 352,048 tourists to 101,907 from 2019 to 2020 (Dinas Pariwisata Kabupaten Belitung, 2020).

Following the interview with the local stall surrounding Tanjung Kelayang, their income decreased. Nonetheless, they mentioned it is not affecting too much due to the other economic sources. In contrast, most of the men in Tanjung Kelayang are fishermen, so they still could sell their fish to the market. According to the interview with Local Official Tourism Government of Belitung, when the pandemic came, the other sectoral such as tin and white pepper prices went up; thus, Covid-19 is not affecting too much on the local economy. The interview with the local restaurant revealed that they are not affected much; as local people still eat outside, so they still could operate their businesses.

Nonetheless, it was different with the tourism industry; the hotel and tour operators' industries were hit hard during this situation. Based on the interview with the hotels, they mentioned many hotels were even closed until now (indicates bankrupt), the number of occupancies dropped, and they were forced to lay off some workers and even dismissed some. Worker's wage were to cut off due to the low number of occupancy. Many hotels were giving so much promotion, dropping their rate, and creating a cheap package to increase occupancy, yet tourists were still afraid to travel due to the travel restriction and the unstable condition. Another story was coming from the boat driver; as the result of the interview with some of them, they mentioned that their economy was dropping; usually, they could accompany 1 – 5 tourist packages in a week. But, nowadays, 1 in a week is even hard. Most of them nowadays were back to being full time fisherman.

Compared to the Bali tourism story from the documentary video produced by ABC-New In-depth Youtube Channel on 9 March 2021 (In-depth, 2021), it showed how Bali, as a prominent destination in Indonesia, suffer due to the pandemic. About 80% of Balinese people depend on the tourism sector; it is a high number of percentages in one province to involved in tourism development. Thus, lack of risk analysis and opportunity identification drives Bali tourism development to the edge, especially when the pandemic spread all over the world. Many Balinese started realizing that they could not be depending on one sector. A need to balance the other sector is necessary with a well-prepared analysis of risk and potentials. The local community also believes that this is their time to reflect as for many years, many local communities have been unhappy with the negative impact of mass tourism. In such a way, this pandemic could change people perspectives on the development. It is time to rebuild and rethink. Quoted from Gus Agung as ahead of the Balinese tourism board, Bali faced several issues impacting tourism development.

- 65 percent of Balinese are not graduated from Junior High School
- Not enough water
- Not enough electricity
- Not enough food

While the number one issues are the traffic and rubbish (logically, more people come, more waste produced), Gus Agung also mentions that *“Bali has become a tourism destination for 100 years, but 70% of the money goes out of Bali”*. Furthermore, due to the domination of the tourism sector in Bali, which covered 80% of Balinese, many people have been affected and stopped their activity from the tourism sector, many hotels have stopped operating, many people have been out of works, and many people lose their livelihood. In February 2021, the number of foreign tourists dropped -99,997%, while for the hotels maintained only 8,99% of the occupancy (Bali, 2021) In summary, Tanjung Kelayang and Belitung could learn from the lessons of Bali tourism development; therefore, developing a strategy with a mature management plan is a must to prevent the risk and to maximize the opportunity in Belitung.

4.5.3 Political Situation

As a complex sector that needs many cooperation, tourism development involves many governments for the development. Based on the interview with Local Official Tourism Government of Belitung, there are many governmental sectors involved in the development, including

- Local Official Tourism Government of Belitung responsible for the tourism development.
- Planning and Development Bodies are responsible for researching and developing the policy and the issues of the district development.

- Local Official Environment of Belitung to take care of the environmental issues.
- Public Works Official that responsible for the infrastructure development
- Labour Official that responsible for the labours
- Police Official to take care of the safety and security, and
- Village Official which responsible for the destination.

Nonetheless, following the interview with the Local Official Tourism Government of Belitung, the lack of cooperation and synergy from the national government to the provincial government and the district government still become a huge gap in tourism development in the Belitung district, especially in the way of policy and regulations recommendation and arrangement. The limitation on planning and controlling the policy and regulations also appears to become a gap on Belitung tourism development, i.e., establishing the university for the educational travel in Belitung, which is not only seasonally beneficial but also long-term. The Deputy Head of Belitung District mentioned that the complicated regulations create a huge barrier to develop Belitung.

The Local Official Tourism Government of Belitung and the Local Official Environment of Belitung mentioned the lack of cooperation, synergies, and communication between the government, which create a huge gap of knowledge; different vision and understanding regarding the tourism development create a huge gap for their missions. There were no regular meeting, communication, and interaction between the governmental stakeholders. As a result, many miss-understanding and misperception from each governmental sectoral appear to the surface. Hence both Local Official Tourism Government of Belitung and Local Official Environment of Belitung gives a note to improve the Belitung tourism development as follow,

- Communication, synergy, and coordination from all related parties are necessary to create an understanding of tourism development, especially for sustainable tourism development. It is due to the bias of the understanding from all related parties regarding tourism development and the meaning of sustainability in tourism development. Therefore, different perspectives and knowledge are recorded to control and balance by good analysis and identification to create the same line perspective and collaboration for sustainable tourism development.
- Regularly scheduled meetings and training on sustainable tourism are necessary to create a better understanding of sustainability in tourism development.

4.5.4 Tourism Stakeholders Perspective for Sustainable Tourism

- Tourism Industry Perspective

According to the interview with related parties from the tourism business stakeholders, a lack of knowledge and information regarding sustainable tourism in the tourism enterprise creates a gap in the information of sustainable tourism. They have no clue what sustainable tourism is and what they should do to achieve sustainable tourism.

CB Ramkumar who is an author, speaker, trainer, consultant, entrepreneur, and practitioner of sustainable tourism stated that “95% of tourism industry doesn’t understand sustainability”, lack of awareness from the industry creates a gap in the implementation of sustainability (ETTravelWorld, 2021). Following the data from the research of Booking.com, 61% of travellers want to travel more sustainably, with the tourist origin from Vietnam, India, Colombia, China, Mexico, Brazil, Thailand, Hongkong, Argentina, Singapore, Taiwan, South Korea, New Zealand, Italy, Russia, Spain, Australia, Croatia, Denmark, Canada,

USA, France, Great Britain, Sweden, Japan, Israel, Germany, and Netherland (Booking.com, 2021). Thus, it could become a great opportunity for Belitung to become a sustainable tourism destination.

- Local Community

Based on the interview with the local community and local stall surrounding Tanjung Kelayang, people are supporting and hoping for tourism development. The local community believe tourism could help them to stop the tin mining that is destroying Belitung environment. Local people also believe the tourism sector could help them conserve and protect nature for their future development. Thus, sustainable tourism should be in place to ensure the development could benefit and balance the people, planet, and prosperity and ensure that the development is for the future local community.

- Tourism Official Government

In accordance with the interview with Local Official Tourism Government of Belitung, sustainable tourism and sustainable destination are new for them; there is no one who is familiar with the concept, scheme, and the criteria that shall be achieved to be categorized as sustainable tourism and sustainable destination. Moreover, there is no of the government staff responsible for sustainable tourism and sustainable destination; nor the staff that has been certified of competence in the field of sustainable tourism destination.

4.6 GSTC-D V2 Result Assessment of Tanjung Kelayang

The Global Sustainable Tourism Council Destination Criteria and Indicator Version 2 (GSTC-D V2) is designed by the GSTC to guide the sustainable destination. Version 2 was established in 2019 as the review and the changes for version 1. There are 4 sections, 10 criteria, and 107 sub-criteria that become the guidance; it includes all sectoral in the destination development, including the management, socio-economic, cultural, and environmental parts. Furthermore, there is 3 result status found in this research, including. conformity (C), conformity with observation (CO), non-conformity (NC), and nonapplicable. The analysis was based on compliance of Tanjung Kelayang as a destination to the requirement prepared by the GSTC-D (Table 17), as followed as below,

Table 17 GSTC-D V2 Result Analysis

Sub-Criteria	Indicators	Result
SECTION A: Sustainable Management		
Criteria A(a) Management Structure and Framework		
A.1 Destination Management Responsibilities	The destination shall provide an organization responsible for coordinating the development of the destination with an emphasis on sustainable tourism issues to all relevant parties. The organization is adequately funded, works with various agencies in providing destination management, has access to adequate staff, and follows the principles of sustainability and transparency in its operations and transactions. After that, documentary evidence shows the composition and responsibilities of the relevant groups	Nonconformity
A.2 Destination Management Strategy and	The destination shall maintain a multi-year management strategy and action plan that is easily accessible to stakeholders; the strategy needs to be based on the concept of sustainability with	Nonconformity

Action Plan	stakeholders' engagement and comprehensive identification and assessment to measure its implementation	
A.3. Monitoring and Reporting	The destination shall establish a system for measuring and ascertaining socio-economic, cultural, and environmental issues and the impact of tourism development. Action and results need to be monitored, evaluated, and publicly available regularly.	Nonconformity
Criteria A(b) Stakeholders' Engagement		
A.4 Enterprise Engagement and Sustainability Standard	The destination shall establish regular and scheduled communication with tourism enterprises regarding sustainable tourism issues. It aims to encourage enterprises to be aware of sustainability issues. Moreover, the destination shall promote the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I accredited certification schemes for tourism enterprises, where available	Nonconformity
A.5 Resident Engagement and Feedback	The destination needs to preserve public participation in the process of planning a sustainable tourism destination. Regular and scheduled communication must also be preserved to the local community to ensure the ground issues. Moreover, local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored and publicly reported, and action is taken in response to them	Nonconformity
A.6 Visitor Engagement	The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response. In such a way, the destination also needs to inform tourists regarding sustainability issues and responsible tourist guidance	Nonconformity
A.7 Promotion and Information	High accuracy information provided through marketing messages regarding the products, services, and sustainability claims, along with responsible tourist guidance, also needs to be in place to inform the visitor of the things that they can participate in and the industries that were certified to the sustainable tourism. Moreover, the information shall reflect the destination's values and approach to sustainability and respect for local communities and natural and cultural assets.	Conformity with Observation
Criteria A(c) Managing Pressure and Change		
A.8 Managing Visitor Volumes and Activity	The destination shall provide a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response. Moreover, the destination should also establish a system to monitor and measure the visitor volume and activity; thus, it ensures the vulnerability and the capacity of the destination	Nonconformity

	through the tourism activity	
A.9 Regulations Planning and Development Control	The destination shall provide the planning guidelines, regulations and/or policies that control the location and nature of development, require environmental, economic, and socio-cultural impact assessment, and integrate sustainable land use, design, construction, and demolition	Conformity with Observation
A.10 Climate Change Resilience and Adaptation	The destination needs to identify the risk and opportunities regarding climate change and the strategy on climate change resilience for tourism development and management of the tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses, and visitors	Conformity with Observation
A.11 Risk and Crisis Management	The destination needs to provide the risk reduction strategy and goals along with the crisis management planning. The result needs to be communicated to the visitor and enterprises. While the procedure needs to be controlled and monitored regularly and publicly available	Nonconformity
Section B: Socio-Economic Sustainability		
Criteria B(a) Delivering Local Economic Benefits		
B.1 Measuring the Local Contribution of Tourism	The destination shall provide the document and data regarding the economic contribution both directly and indirectly to the destination economic development monitored regularly and publicly available. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.	Nonconformity
B.2 Decent Works and Career Opportunities	The destination is required to support local career opportunity employment in the tourism sector along with equality and local development through training, education, and advancement with a safe environment and fair wage.	Conformity with Observation
B.3 Supporting Local Entrepreneurs and Fair Trade	The destination shall support local economic development through local enterprises, a local supply chain, and a local product	Conformity with Observation
Criteria B(b) Social Wellbeing and Impacts		
B.4 Support for the Community	The destination shall provide the system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives responsibly.	Conformity
B.5 Preventing Exploitation and Discrimination	The destination needs to follow the international standard of human rights as a code of practice for tourism development. It is to prevent the issues of human trafficking, exploitation, and modern slavery. It also creates more opportunities for all human beings	Nonconformity

	without discrimination concerning ethnicity, religion, and sexual preference. All regulations and policies need to be spread to all related parties to create the same understanding respecting tourism development.	
B.6 Property and User Right	The destination needs to provide regulations that concerning property issues and land ownership. It is to protect the community, indigenous people, and the resources in the destination. Documentation with systematical data is necessary for the property and user rights; it became the proof and helped prevent future risks and problems regarding land ownership.	Nonconformity
B.7 Safety and Security	The destination needs to preserve the system to monitor and evaluate the safety and security in the destination development to prevent crime, health hazards, and safety issues. Inspection, documents, and assessment for safety and security in the destination should be in place to ease the monitoring system.	Nonconformity
B.8 Access for All	Tourism destinations need to become a place where easy for all related parties to access, cover the information of destination, facilities, sustainability, climate change, and all related information about tourism development. It could be based on regulations that were documented. The evidence of program and information communication with related parties is also necessary to increase the trustworthiness of the related parties.	Conformity
Section C Cultural Sustainability		
Criteria C(a) Protecting Cultural Heritage		
C.1 Protection of Cultural Assets	The destination needs to establish a policy to measure the cultural assets conservation both the heritage and the landscape; thus, it is important to list the assets in the destination and create the strategy and planning for rehabilitation and conservation. Then, it can implement through the tourism income to support asset protection.	Conformity
C.2 Cultural Artefacts	The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts; the laws must be communicated and spread to all related parties.	Nonapplicable
C.3 Intangible Heritage	The destination needs to support the local event, celebration, traditions, arts, music, language, gastronomy, and other intangible cultural heritage that become aspects of local identity and distinctiveness, giving the tourist a genuine experience.	Conformity
C.4 Traditional Access	The destination needs to establish a system to evaluate and monitor to protect and restore the community access to the natural and cultural sites.	Conformity
C.5 Intellectual	The destination established the system to protect the intellectual	Nonapplicable

Property	property from the local community and individuals	
Criteria C(b) Visiting Cultural Sites		
C.6 Visitor Management at Cultural Sites	The destination shall provide a management system to ensure the carrying capacity around the cultural sites, the need of monitoring visitor flow along with the documentation is necessary to establish the evidence; while the policy and guidelines are necessary to guide the visitor behaviour and responsibility in the destination	Conformity
C.7 Site Interpretation	High-accuracy information must be in place to minimize the miscommunication and the misunderstanding of the cultural sites. Thus, the information needs to collaborate with local experts to gain more local perspectives with authentic experience and knowledge; the destination shall provide the interpretative evidence with a well-researched and accurate. Evidence of the collaboration with the local community also needs to provide to ensure compliance and the local community participation occurs.	Nonconformity
Section D: Environmental Sustainability		
Criteria D(a) Conservation of Natural Heritage		
D.1 Protection of Sensitive Environments	The destination needs to provide a system to monitor, measure, and respond to the impact of tourism development on environmental protection, ecosystem conservation, and habitat and species protection. In such a way, sensitivity and vulnerability identification of the destination needs to be in place to create and list the natural and cultural assets and site conditions. Moreover, it should come with proper documentation, a list, program, action, mechanism, and communication with all related parties to protect the environment	Nonconformity
D.2 Visitor Management at Natural Sites	The destination shall provide a system to measure the number of tourists that visit the destination along with the carrying capacity analysis for the destination sensitivity, maximum number of capacities, and the vulnerability condition; it is to minimize the adverse impact of tourism development while maximizing the opportunity that destination carries on. Thus, it will create guidelines for visitor behavior that also spread to the operators and guide before and when they visit the destination.	Nonconformity
D.3 Wildlife Interaction	The destination shall provide the system to ensure the destination compliance to the local, national, and international standards for wildlife. Furthermore, analysis regarding the impact of the human interaction on the wildlife shall consider. Moreover, the interaction with free-roaming wildlife shall be managed to avoid the negative behavior of the populations in the wildlife.	Nonconformity
D.4 Species	The destination shall ensure animal welfare policy and standards of	Nonconformity

Exploitation and Animal Welfare	species conservation for the animal, plants, and living organism both in the national or international laws, which cover the capture, trade, display, and sales of wildlife species and products. Even if there is capture or breed, it should be following the guidance and highest standard of animal welfare.	
Criteria D(b) Resources Management		
D.5 Energy Conservation	The destination shall consider the energy conservation on the destination development by establishing the target to reduce the energy use and improve the use of renewable energy. The targets need to be publicized and promoted along with the program and strategy action implementation. The destination also needs to establish the measurement system, monitoring mechanism, and targets with the report, which are easy to access by the related parties.	Conformity with Observation
D.6 Water Stewardship	The destination shall encourage the related parties to ensure their operational mechanism regarding their water use. Well-documented management, maintenance, monitoring, and reporting shall be in place as evidence of the commitment; it is to analyse future risk concerning tourism development, tourism stakeholders, local community, and the ecosystem surrounding the destination.	Conformity with Observation
D.7 Water Quality	The destination shall ensure freshwater quality for drinking, recreational, and ecological purposes by measuring water quality. Thus, the result shall be publicly available to inform the visitor of water quality standards. In addition, the importance of evidence action to improve water quality and to encourage visitors also shall be in place.	Nonconformity
Criteria D(c) Management of Waste and Emissions		
D.8 Wastewater	Wastewater becomes the first criteria on the principle of waste and emission management. The destination shall provide a guideline to maintain the wastewater treatment system. The guidelines need to enforce to all related parties, while the measurement in terms of the treatment by the third parties is necessary to conduct to ease the monitoring system. Moreover, it ensures that the wastewater is released and reused safely.	Nonconformity
D.9 Solid Waste	The destination shall provide the system to measure and report the waste generation targets and the reduction strategy. It should be appropriately treated and diverted from the landfill, with proper waste collection and separation. Thus, the destination shall encourage the other related stakeholders to reduce the use of single plastic use. While the concrete action to control the plastic waste is necessary to be in place. It is to ensure that the solid	Conformity with Observation

	waste is disposed of safely and sustainably	
D.10 Green House Gases (GHG) Emissions and Climate Change Mitigation	Enterprises are encouraged to measure, monitor, reduce or minimize, publicly report and mitigate greenhouse gas emissions from all aspects of their operation, including suppliers and service providers.	Nonconformity
D.11 Low-impact Transportation	The destination shall put a target to reduce the emissions from travel to and within the destination. Thus, an increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought to reduce the contribution of tourism to air pollution, congestion, and climate change.	Nonconformity
D.12 Light and Noise Pollutions	The destination shall provide the guidelines/policies to decrease the light and noise pollutions in the destination. Identification and analysis for the potential sources of noise and light pollutions need to be mapped clearly. While the strategy and planning need to be preserved along with the follow-up action.	Conformity

CHAPTER 5 TANJUNG KELAYANG AND SUSTAINABLE TOURISM DESTINATION

This chapter will present the results of the analysis of Tanjung Kelayang tourism development as a New Bali tourism destination against the criteria and indicators of the GSTC-D V2 for sustainable tourism destinations. The data below was collected using the GSTC-D V2 sub-indicator and checklist (Table 37 Appendix 19) to evaluate the compliance of Tanjung Kelayang to the sustainable tourism destination requirement. The data also collected through the in-depth interview with 36 interviewees from relevant groups (Table 33 Appendix 15)

The analysis supported by data from observation and supported by the theory and research from previous studies. Quotes from in-depth interview that used to elaborate the points. The interviews were conducted with individuals and parties relevant in each sub-criteria, including governmental parties, local communities, and tourism industries. Meanwhile, the observation was carried out from June 2021 to August 2021 in Tanjung Kelayang.

5.1 SECTION A: Sustainable Management

5.1.1 Criteria A(a) Management Structure and Framework

“Destination Management helps to ensure and measure the strategy implementation through the coordination and engagement with related stakeholder to develop the concept of sustainable tourism that is publicly accepted and available transparently (Global Sustainable Tourism Council, 2019)”. Destination Management Organization (DMO) aims to complete the parties' work towards the goal of sustainable destination development with socio-economic progress, environmental protection, and visitor satisfaction. DMO also help to ensure the strategy implementation by the destination (Dimanche & Andrades, 2015).

The Ministry of Tourism of the Republic of Indonesia developed 15 locations to implement the DMO in the period 2010-2014; unfortunately, until 2021, there is no plan regarding the DMO development in Tanjung Kelayang. There are only 15-destination covered, Kota Tua Jakarta, Pangandaran – West Java, Borobudur – Central Java, Bromo Tengger Semeru – East Java, Danau Toba - Medan, Sabang - Aceh, Rinjani – West Nusa Tenggara, Komodo - Flores, Tanjung Puting – Central Kalimantan, Kepulauan Derawan – East Kalimantan, Toraja – South Sulawesi, Bunaken – North Sulawesi, Wakatobi – South East Sulawesi and Raja Ampat – Papua (KEMENPAR EKRAF, 2013). Furthermore, one of them is Flores and following the paper of Destination Management Organization (DMO) Flores by Manuella (2014), the DMO implementation in Flores successfully manages the destination and improves local livelihood. The key factors include introducing the DMO to the related stakeholders, creating the common understanding and perspective of the related parties concerning the objectives of tourism development, building the commitment from all related stakeholders, including comprehensive destination identification, and establishing the strategic planning for the destination development (Manuella, 2014).

For the destination management, RIPPARKAB document 2014 stated that the organizational structures present for Belitung tourism development include both the government and non-governmental organizations. The Local Official Tourism Government of Belitung was categorized as government organizational structure, while the tourism business association were categorized as non-governmental organization. Thus, there is yet any organization which directly responsible to coordinate and manage Tanjung Kelayang as a tourism destination. Nevertheless, the Local Official Tourism Government of Belitung as program owner to develop the Tanjung Kelayang, has carried out some activities such as making inventory of the tourism attraction, establishing the policy and mechanism, carrying out the collaboration with other tourism businesses. However, it still could not

be categorized as an organization responsible for Tanjung Kelayang, because the Local Official Tourism Government of Belitung also responsible for other tourism destinations.

Furthermore, the RIPPARKAB also mentioned POKDARWIS. This group was voluntarily established and formed by the community to promote their village as a tourism destination and categorized as a non-governmental organization. POKDARWIS is only responsible to promote and encourage the local community to provide facilities and attractions to attract more tourists. This group was present in Belitung for each destination area. There are 10 POKDARWIS formed, and one of them is responsible for Tanjung Kelayang.

Based on an interview with the Local Official Tourism Government of Belitung, the information in the RIPPARKAB document is not updated yet. There is no monitoring, recording, or evaluation for any program established in the RIPPARKAB 2014 document. The problem was there was no competent person who was able to carry out the activity. Similar to POKDARWIS, based on an interview with the group leader, the group member was also categorized as unskilled because they were only learning by themselves, did not received training by qualified person or expert in destination management. Moreover, POKDARWIS helped to conduct the weakness analysis of Tanjung Kelayang, improve the local community engagement, and create the communication to the Local Official Tourism Government of Belitung and Keciput Village Officials. Based on that analysis, the POKDARWIS improves the community towards the tourism development.

From the issues above, it is important to establish the destination management organization (DMO) as a forum to unite all tourism destination stakeholders (relevant parties) and to become a bridge to coordination and communication between and across stakeholders, and to develop a management strategy for destination development.

Learned from Flores DMO, there are 4 stages to develop DMO, collective awareness from all stakeholders (stage 1); establish the destination development management (stage 2); business development (stage 3); and organization/institutional strengthening (stage 4). Then, the important statement was the DMO development is dependent on the area characteristic (Manuella, 2014). Based on those stages informed, Tanjung Kelayang has POKDARWIS representing stage 1 as the function of POKDARWIS it to work closely with the local community and develop the awareness of tourism development at local community levels. This POKDARWIS has potential and can be encouraged and transformed to become a DMO, but the POKDARWIS organizational structure must be adjusted and must have representative from all interested parties. DMO function is to carry out collaboration with all relevant parties, to develop management and action plan strategy, to establish the policy and mechanism, to monitor, evaluate and report the result to the public. So, the people at the DMO organizational level must have competency, skill, and knowledge in the field of management, risk management, community engagement, and sustainable tourism destination concept.

Currently the Official Tourism Government of Belitung has established the strategy management and action plan, but without participation from related stakeholders. From an interview with local stalls and tourism businesses (hotel and restaurant), the Official Tourism Government of Belitung is not active in dissemination of information to relevant parties and in getting feedback towards the strategy. However, the destination management strategy and action plan stated in the RIPPARKAB document already adapted the sustainable development concept with local empowerment, environmental protection, human resources development, and community prosperity.

Furthermore, the management strategy and action plan must be monitored and evaluated periodically. The destination organization is responsible to provide the training and maintain the competency of responsible staff. Currently, based on the observation from June to August 2021, there was no monitoring and evaluation system done by the Official Tourism Government of Belitung to ensure the management strategy and action plan are yet appropriately implemented. Some positive activity conducted by the Official Tourism was assembly hall cleaning (Pendopo), which is carried out daily by the cleaning service. In contrast, the area outside the assembly building is not properly maintained (Figure 16) by the Official Tourism Government of Belitung because the land status is unclear as followed as below,



Figure 16 Pendopo compared to Local's waste condition in the same day

Sources: (Herdi Andrariladchi, 2021)

Thus, as a result, the other areas are not maintained. According to the interview, the local community addressed oral complaints to the Deputy Head of Belitung District when the ceremony was conducted in assembly hall. The community always addressed a similar complaint to the Local Official Tourism Government of Belitung, yet there is no follow-up until the onsite visit is conducted. Then, the facility such as garbage bin is located far away and uneasy to access by everyone (Figure 17). Field observation conducted by the researcher supports this information; it shows the garbage bin is in an area that was slippery, quiet, and dangerous. Other positive improvements in early 2021, the Keciput Village established their own cleaning service based on the Decree of Village Leader Number 660.2/026/KPTS/KC/2021 regarding the cleaning service assignment Keciput Village, issued on 27 January 2021. According to the cleaning service leader's interview, the cleaning service is responsible for collecting, separating, and gathering the waste and disposed to the garbage bin. Moreover, he mentioned the garbage bin is located far away and inaccessible; also, there is no record of how much the waste is collected and disposed of. The interview results also described that the cleaning service is not complete with personal protective equipment (PPE).



Figure 17 Garbage Bin Location

Sources: (Herdi Andrariladchi, 2021)

In part of socio-eco-cultural issues, the present complaint about tourism activity in Tanjung Kelayang was tourist wearing bikini which made local community uncomfortable. In this case, the Local Official Tourism Government of Belitung should be active to inform the local community and tourists regarding the local norms as well as install the information board in the tourism destination areas about tourist code of conduct, Then, there should be a consideration for designating special zones for tourist activities.

As a result, the Local Official Tourism Government of Belitung should establish the DMO for Tanjung Kelayang with transparent, clear job function that is accepted by all relevant parties. Moreover, the destination organization shall develop the strategic management and action plan involving all the relevant parties. Furthermore, DMO also need to highlight important local norms, culture, and religion to be respected to avoid the potential conflict in the future. DMO should educate the local community and tourist to increase their awareness regarding environment-socio-eco-cultural objectives; install the information board in the destination areas which contain the information regarding waste awareness, code of conduct that based on the local norms, and other activities to protect the enviro-eco-socio-cultural resources. The result of this activity should be put into a report and publicly available.

5.1.2 Criteria A(b) Stakeholders' Engagement

“Stakeholders’ engagement is the second principle for a sustainable destination. The destination shall create, manage, and monitor the relationship between the destinations and all related parties in tourism development, including residents, the tourism industry, and visitors. All monitoring mechanisms should use the satisfaction level of parties related to tourism destination development with documented and publicly available mechanisms. A regular monitoring mechanism should be carried out; it is to ensure the voice of the parties concerned can be heard and followed. In addition, marketing messages and other communications reflect the destinations’ values and approach to sustainability and treat local communities, natural, and cultural assets with respect. (Global Sustainable Tourism Council, 2019).”

According to the research of Mapping Stakeholders' Roles in Governing Sustainable Tourism Destinations by Roxas, Rivera, and Gutierrez (2020) the success story of sustainable destinations depends on government effectiveness and stakeholders' collaboration in achieving sustainability. Good collaboration, involvement, and participation from stakeholders are the key factors for sustainable tourism development. Scholars mention in regards with the SDG17 where the partnership for the goals becomes one of the SDGs. Tourism becomes a value chain that requires support, commitment, and cooperation from all relevant stakeholders to promote the concept of sustainable tourism. As a result, it will enrich the tourist experience while promoting local economic livelihood. Therefore, cooperation between international bodies, national governments, local governments, local communities, enterprises, tourists, and good governance on conservation and concern for livelihood become the framework proposed by the scholar. It is in line with the concept of SDGs 17 from the UNWTO where the point of the partnership for the goals for tourism development is focused to the human resources development with capacity building and skills to stimulate the entrepreneurs while also developing the infrastructure and making better policies to create the resilience to increase tourism growth and opportunity on making conservation and environmental protection, while it is also to decrease and mitigate future risk in regards with tourism development in each destination together with cultural and natural assets (UNWTO, 2021).

Furthermore, stakeholders engagement in sustainable tourism follows with active partnership from all related parties to create a better quality of development, empower the workforce, and create great feedback from the customers to ensure and measure sustainable tourism development and improve the tourism business sector (Bulin, Stanculescu, & Calaretu, 2012). Moreover, the research of Participation in Sustainable Tourism Development: Stakeholders & Partnership Working by Maiden (2008) mentioned that sustainable development could be achieved through cooperation by involving a comprehensive range of stakeholders, from policymakers to the project implementors (Maiden, 2008). Thus, an excellent stakeholder's relationship will lead the development to be more sustainable. However, each stakeholders needs to have the same access to create a balanced development (equality). Although, each stakeholder has different agendas and interests.

- For the tourism enterprises engagement, the RIPPARKAB 2014 document mentioned that one of the destination development strategies was the collaboration of tourism enterprises with the destination. Based on the interview result with the Local Official Tourism Government of Belitung, the coordination, communication, and sometimes workshop was carried out but not regularly to increase the local enterprises' knowledge. An example of the training that was conducted recently regarding food safety "*training to improve innovation and hygiene of culinary*" conducted on 15-17 Jun 2021, with the objective to increase the innovation improvement for food and culinary to meet with the tourist needs, where the trainer was from Community Based Tourism (CBT) of Yogyakarta. Based on the observation during the training, the attendees were active in following the training; one of the attendees mentioned the training is useful and helps them to understand more regarding the food and culinary product safety and hygiene. For tourism industry, the interview result found that the meeting with the government parties only carried out if any data update is needed by the official government. Therefore, there is no scheduled and regular meeting to inform or discuss any issues, policy, management strategy, or solving problems regarding tourism destination development. In addition, no tourism enterprises have an understanding of sustainable tourism destination development, as well as sustainable tourism certification. Some tourism enterprises like big chain hotels already applied activities for water and energy

savings, wastewater treatment plans, and other activities, which was a part of the sustainability concept. But unfortunately, it is not applied in all tourism enterprises and is not managed/coordinated by tourism destination organizations and Local Official Tourism of Belitung. Based on interview sessions and field observations, the local and tourism enterprises like hotels are willing to accept, learn, and improve their business activities to be more sustainable sound. Still, they did not know where and who they should be addressed to get the information regarding sustainable tourism. From this, the researcher was able to feel the improvement spirit to create a sustainable destination development appeared in the tourism industry.

- For the resident engagement and feedback, the RIPPARKAB 2014 document mentioned that responsible tourism development should involve the local community and other relevant stakeholders in every process of decision making. Unfortunately, Tanjung Kelayang tourism destination development does not involve the local community or other relevant stakeholders. It is due to the RIPPARKAB was created referred to the RIPPARDA (Provincial level). Nonetheless, with the presence of POKDARWIS in the community, it should be very helpful to carry out communication and encourage the local community to gather and solve the issues raised, and communicate with the Local Official Tourism Government of Belitung program. Based on an interview with the POKDARWIS leader, the group does not directly collaborate with the Local Official Tourism Government of Belitung; they are also very rarely involved in the consultation process during strategy management and action plan development. The local community was using the “Facebook” group with the local name “*Forum Informasi Masyarakat Belitung*” or Belitung Information Communities Forum to share any information. The group was a very active in online platform to connect with the local community. This platform has a good potential to be communication channel if the DMO is established to deliver a message, information, feedback, complaint, and others regarding sustainable tourism destination development in Tanjung Kelayang.
- For the visitor/tourist engagement, the RIPPARKAB document 2014 has mentioned that one of the targets that should be achieved for tourism destination development for Belitung was increasing the number of visitors and tourism satisfaction through tourism product diversification, and increasing the service quality. According to TripAdvisor, Tanjung Kelayang Beach has 4.5/5 Star with 242 comments. The only 1/5 stars written by Gerrit A from The Netherlands, mentioned that “*Just go, relax and experience. You will enjoy. Nature is very beautiful, and the view will overwhelm you and stay in your mind.*” no negative comment on this part. Moreover, the other comment has come from the domestic tourist-based Jakarta from Lime86 with a 2/5 star rating which mentioned that the beach is being used as the port for a fishing boat, so they are dirty, too crowded, no decent food and public toilet is dirty. At the same time, he believes that the beach used to be clean and pretty back then; it was written on 1 November 2012. The other comment was from the 3/5 star with 30 people, while most of them did not have any problem or negative comment, the only negative comment regarding Tanjung Kelayang was that there is not much attraction that could be done in the beach. From the 4/5-star comment with 102 people, one of them from don226, as a domestic tourist from Solo mentioned that “*Local tourism authority must protect tidiness and cleanliness of all this beach and islands on this area. people produce trash, plastic can and so on.*”, continued by the CenturyAlpha from Yogyakarta with 1.859 contributions of comment in TripAdvisor mentioned that dirty in several parts of the beach, I Widyahening in 2015 also mentioned that the toilet facilities are still lacking. From 242 comments, many people gave positive feedback; most were amazed by the white sand, blue ocean, fresh seafood, and the beach.

Furthermore, interview with the domestic visitors of Tanjung Kelayang mentioned that they are very satisfied with Tanjung Kelayang attraction, nature, and the local community is very friendly. But the visitors have a big concern regarding the waste issue because they found local tourists litter the garbage in unappropriated places. This is proven by an interview with the all-relevant key parties (Tourism Official Government, boat driver, local stall surrounding Tanjung Kelayang, and local community) who mentioned the waste found in the beach came from local tourists. The interview result with the local stall mentioned this is because there is no information board/signboard to remind the visitor and local tourist not to litter the garbage. Based on observation, the information board/signboard for waste handling was not in place. Afterwards, the researcher carried out the activity of collecting and gathering the garbage on the beach to gauge the local visitor response. This received a positive response, where the local tourist encouraged their children to follow the activity to collect and gather the garbage. Thus, the researcher summarized this experiment that the local visitor is aware of waste handling in the destination area. However, for the grievance and complaints, there has not been any follow-up or action that made since 2015. Based on the interview with the Local Official Tourism Government of Belitung, mentioned that there is no mechanism or system to collect, record, and act on any grievance, complaint, or comments from the tourists.

Furthermore, the promotion and information in Tanjung Kelayang and Belitung refers to Act Number 10 the Year 2009, Article No. 43, mentioned the Local Government should be facilitated the Tourism Promotion Board from private and independent stakeholder, which responsible to carry out the coordination with the National Tourism Board. The technical explanation regarding the tourism board has been explained further in Article No. 44 – 49 of this Act. Following this national Act, the Local Government of Belitung established Local Regulations (District Head Regulation) No. 10 the Year 2019 regarding the working procedure, requirements, procedure for appointment and termination policymakers of Belitung Tourism Promotion Board. Moreover, the RIPPARKAB document 2014, Table 9.2 regarding program and indication of tourism industries development of Belitung, page 9-22, mentioned one strategy to develop the tourism collaboration was by the Local Tourism Promotion Board. Based on an interview with the Local Official Tourism Government of Belitung, and the person who will be in charge of the Local Tourism Promotion Board, such Board has not been formed due to specific reasons that could not be announced to the public. But the Local Official Tourism Government of Belitung, in their organizational structure, has a division for tourism marketing. The responsibility was to carry out promotions and provide information regarding tourism destinations in Belitung. Therefore, even though the local tourism board is not formed, the Local Official Tourism Government of Belitung already carry out many tourism promotion which this initiated by the local government, including:

- Open the direct international flight from Kuala Lumpur, Malaysia to Belitung in collaboration with Air Asia Indonesia, completed with logo sign in the flight body “Let’s go to Belitung” (Figure 18) and operated since 2 October 2019 (AirAsia, 2020).



Figure 18 AirAsia Launching the Flight from KUL-TJQ.

Sources: (AirAsia, 2020)

- A tourism event calendar was on the website of the Local Official Tourism Government of Belitung (Figure 19). It provides complete information regarding the date of the event, tourism map, type and kind of event, number of hotels, number of homestays, travel agent, and restaurant. Unfortunately, the data provided is not updated yet; and there is no information regarding destination certified as sustainable tourism destination.

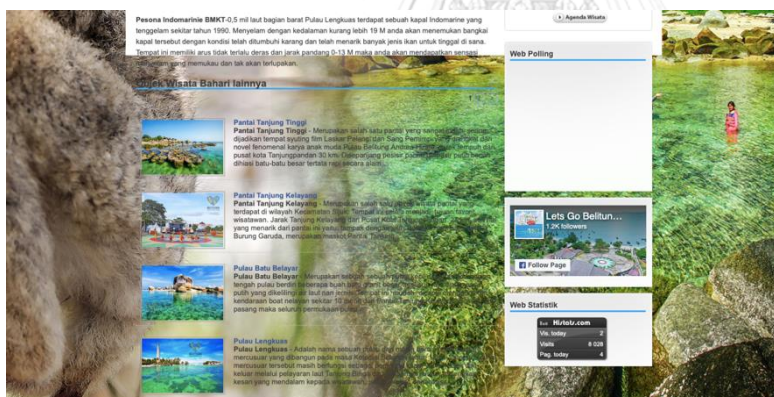


Figure 19 Marketing Website of Belitung.

Sources: (Belitung, 2021)

- In addition, there are also promotions carried out by independent parties or businesses (Figure 20). In contrast, this website provides complete information, including tourism destination location, attractions, tourism package, service package, testimony from the visitor, tourism map, destination photograph, distance information, information of local culture short brief, tourist guidance, the advantages travel to Belitung during the new normal period (Covid 19 adaptation) and many more. There is a clear information regarding potential tourism attractions certified as sustainable tourism destination.

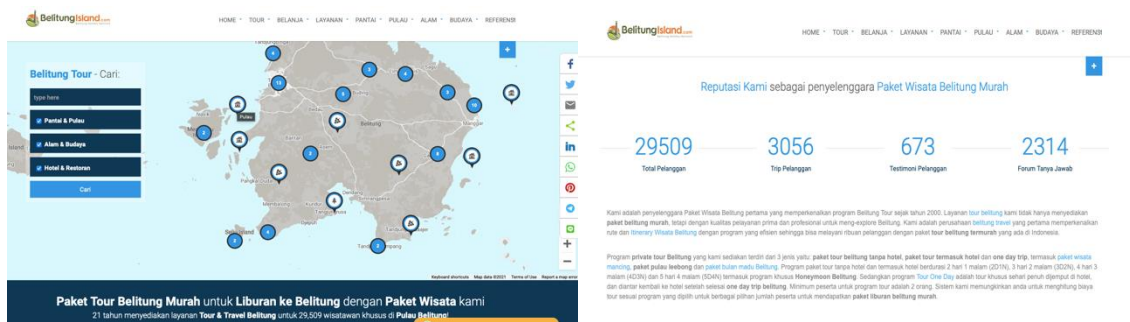


Figure 20 Promotion through the independent parties.

Sources : (Belitungisland.com, 2021)

When comparing the 2 websites above, there was a gap between the Local Official website and independent businesses to promote the tourism of Belitung. The information that provides by the independent parties were more solid and easy to read.

Furthermore, to establish the stakeholders' engagement, Tanjung Kelayang DMO need to take some steps. For the tourism enterprises, the DMO must conduct a regular meeting and training on sustainable tourism and sustainable tourism industry and on the standard of sustainability implementation. For the local community, the DMO should establish the mechanism for regular meeting with the public. All data collected from the communities should be recorded, evaluated, and reported to the organization's destination board and to the public. Furthermore, the DMO shall develop a mechanism to measure tourism satisfaction, including tourism complaints, to identify the issues raised due to tourism activity. Moreover, for the promotion of information, the Local Official Tourism Government of Belitung shall seek and/or develop collaboration with the independent parties (potential) to develop the Local Tourism Board to promote the Belitung tourism destination as well as the sustainable tourism concept to all relevant tourism business with the involvement of the local experts.

5.1.3 Criteria A(c) Managing Pressure and Change

"Tourism development on pressure and change becomes the last focus in section (A) of sustainable management. It focuses on establishing the strategy and the planning related to the pressure and change management for the carrying capacity through the development of the laws/policies to adapt to climate change issues and create risk and crisis management reduction goals (Global Sustainable Tourism Council, 2019)". Carrying capacity becomes the benchmark to list the vulnerability in the destination. Thus, it becomes the baseline information to ensure the impact that might appear in the development (Mathew & Sreejesh, 2017). The carrying capacity including, (Swarbrooke, 1999).

- Physical capacity, the maximum number of tourists capacity
- Environmental and ecological capacity, the maximum number of a tourists before damaging the environment.
- Economic capacity is the maximum number of tourists before financial problems appear by the tourist, i.e., increased house and living prices.
- Social capacity, the maximum number of tourists before cultural damage,
- Perceptual capacity, the maximum number of people before disappointing tourist experience,
- Infrastructure capacity, the maximum number of tourists in the destination infrastructure.

Moreover, RIPPARKAB document 2014, Table 5.35 page on 5.74 mentioned that the weakness of the tourism development in Belitung regarding the unavailability of tourist management and risk management. During the interview session, the Local Official Tourism Government of Belitung and Local Official Environment of Belitung stated the carrying capacity identification and assessment for the destination area as well as in Tanjung Kelayang were not in place. It is also hard to ensure and record the number of visitors in Tanjung Kelayang due to the unavailability of the gate system in Tanjung Kelayang. The government explains that this is due to the land-ownership issues in Tanjung Kelayang, which complicate the establishment of the gate. In such a way, Local Official Environment of Belitung also mentioned there is no environmental impact assessment (EIA) to identify the potential impact of tourism activities. The mechanism for visitor number and visitor satisfaction monitoring also were not in place. The Official Government just relies on visitors' comments from tourism platforms such as TripAdvisor, independent Travel Agent website testimony, and others.

According to the interview with the local community member in Tanjung Kelayang who was born in the 1970s, tourism development has changed Belitung. The mangroves areas were gone, replaced by buildings and hotels. He also mentioned turtle nesting areas that were disturbed so sea turtles were gone too. From this case, the Local Official Tourism Government of Belitung should protect the destination from overdevelopment. Parallel with that, carrying capacity in the Tanjung Kelayang areas shall be established as control guidance for destination development management, and regulations should be enforced to avoid potential damages.

Although Borobudur has different form of tourism development, it can be an example of over-carrying capacity in tourism areas. Although the government has set the goal concerning the New Bali Destination; scholars mentioned that the condition of Borobudur was vulnerable and needed to be maintained (Pradana et al., 2020). Tanjung Kelayang development should be including an assessment to identify the level of carrying capacity (maximum number of visitors) to protect Tanjung Kelayang from degradation. As of now, the Local Official Tourism Government of Belitung, As the organization responsible for Tanjung Kelayang destination development, does not have a mechanism to control, monitor, and evaluate the number of visitors.

For the climate change adaptation, referring to the RIPPARKAB document 2014, as well as the local regulations number 12 Year 2015 regarding Master Plan for Tourism Development 2015 – 2025 in Belitung, the document does not have a clear mention about climate change adaptation. The strategy to develop sustainable destination development using the SMART concept set the target to achieved in the Table 2.3 page 2-18 in the RIPPARKAB document. This can be categorized as an action plan taken on climate change adaptation. The risk and crisis management has no mention in the strategy. Following the interview with the Local Official Tourism Development of Belitung, they still did not have further information and knowledge regarding risk and crisis management. On the other hand, the interview was also conducted for tourism businesses (hotels), and they already have risk and crisis management. However, this is for internal use only and did not cover the destination of Tanjung Kelayang. Due to this condition, the Local Official Tourism Government of Belitung should carry out the planning and the implementation of risk and crisis management with guidelines to identify, control, monitor, and report periodically to the government and the public.

Hence, carrying capacity consideration, analysis, and observation in the destination development will help the destination to minimize the negative impact from tourism development while maximizing the opportunity for sustainable tourism. These will also help protect the environmental biodiversity surrounding the destination, both in the sea and on land. It will also help to put measures in place and thus reduce relevant risk and crisis issues. To do this, there needs to be regular communication, engagement, encouragement, and support from all related

parties. After that, climate change pathway, strategy, planning, and public participation helps establish proper strategy, planning, and implementation related to the sustainable tourism and sustainable destination in Tanjung Kelayang tourism development. This planning will also enable implementors to be ready for future risk and have the necessary information needed to be ready to communicate to all related parties.

5.2 Section B: Socio-Economic Sustainability

5.2.1 Criteria B(a) Delivering Local Economic Benefits

“Economic contribution from the tourism sectoral to the destination development includes job opportunity and competency improvement for the local community. Sustainable tourism supports local entrepreneurs through fair trade and the commitment to small-medium enterprises (SME) (Global Sustainable Tourism Council, 2019)”. According to the Globe '90 conference in Vancouver, sustainable tourism helps to improve the understanding of tourism impact, to increase awareness regarding fair price, to generate employment, to stimulate local enterprises, and to diversify the local economy especially in agricultural sectors,

From an interview with the Local Official Tourism Government of Belitung, there were no direct data on economic contribution of tourism development. There are some industries data, but they are not systematically analyzed. The data provided by the Local Official Tourism Government of Belitung referred to three separate sectors of fisheries, tourism, and agricultural industry.

Sustainable tourism development includes other sectors along the supply chain and integrates into the unified concept of development. An example of the research from South Pacific Countries by Boyera (2016) mentioned the concept of tourism-led agribusiness, or connecting the agribusiness sector with tourism sector. The idea come up because agribusiness there have trouble with the fair trade, and tourism industry have trouble with the demand. Thus, the tourism-led agribusiness helps small farmers, farmers organizations, and agribusiness to create a supply chain with the hotels/tourism industries located in the areas.

The objective of tourism led-agribusiness is to increase local livelihood and to introduce the local food to the visitors. Nevertheless, the challenges of the seasonal produce and the chefs' unfamiliarity with the local produce and its quality were the barrier. Therefore, a line of communication was introduced to both the demand and the supply side to create the solutions. Certification scheme becomes the solutions both for the hotels and the farmers. The hotels need to certify their chefs to be able to cook with the local produce and ingredients, while the farmers' organizations need to certify farmers who have the competency to grow good quality crops with the right time management. Other issues also appear regarding the specific policy for the tourism-led agriculture Therefore, it is necessary to increase hotel awareness to use the local products in their operations (Boyera, 2016).

This example can be applied to Belitung tourism development, where tourism enterprises, especially big chain hotels are aware of tourism-led agriculture issues. According to the interviews with several hotels in Belitung, most of them use local vendors due to cheaper prices; in fact, the goods' availability becomes the reason they are exporting their products. Sustainable tourism best practices from the hotels shows the ideas of local empowerment through the tourism-led agriculture concept. The hotels are using the local communities as their supplier of vegetable products. The hotels do not only ask for the products, but they train the farmers and

established the agreement for the farmers to become their full supplier with the organic and non-chemical vegetable. Thus, it become a movement for the hotel industry to support the local livelihood.

Nevertheless, there is not yet a policy established by the relevant government regarding the local product to be used by the tourism industry. Therefore, this creates a gap between the hotels, where some are implementing the concept while others are not. Hence with the help of policy from the government, more hotels will follow. As a result, sustainable tourism is focused on tourism development and a whole activity along with the suppliers and management.

For decent works and job opportunities, the hotels are in support of the local community. Based on interview results, there are job opportunities for local workers from lower level to managerial level. The hotels also provide training to enhance employee skills and knowledge. One of the best practices found is that the hotel is aware of gender equality issues, and they provide equal opportunities for all positions and promote the idea that women have competency as men. The management mentioned they follow the international standard that concerns equality because all humans should have opportunity for decent work whether they are the minority, LGBT, or people with disabilities.

Furthermore, as a support to enhance local community knowledge and skills, the Local Official Tourism Government of Belitung held some training for the local community, including barista training, photography, e-commerce, and the latest is the training to improve innovation and hygiene of culinary offerings in tourism destinations. The training was well-accepted by the local community. It shows that the local community has a high interest in capacity building and job development. In Belitung district there is no set percentage of local workers employed by business/companies operated in Belitung. At the provincial level of Bangka-Belitung, there are regulations Number 4 in the Year of 2019 regarding the labor administration, but there is no clear statement regarding percentages of local and non-local workers established in Bangka-Belitung province.

As for daily wages, the local government has established the minimum wages required by local regulations Number 4 in the Year 2019, where the wages are referred to the Governor Decree of Bangka-Belitung Island Province, No. 188.44/825/DISNAKER/2020 regarding the provincial minimum wages for Bangka Belitung Island 2021. Based on an interview with the hotels' workers, they mentioned the wages and salary are adjusted due to the pandemic. To them, this is better than the termination of work, and they understand that the hotels do not have enough resources to pay the referred wages or salary.

For the local enterprises' empowerment, the Local Official Tourism Government of Belitung has supported the small-medium enterprises (SME) through helping with marketing and organizing events like culinary, performance, music, fashion, and game. Interview result with the Local Official Tourism Government of Belitung found that sustainable product indicators was not carried out because information on the indicators is not well defined and there is no baseline yet. So far, the SMEs are supported by the hotels in using the supply of biodegradable products like bamboo straws. The awareness of the other parties also supports local products and fair trade. However, regulations and policies regarding local products development for the industries are necessary and need to be in place. Fairtrade regulations and polices are also necessary to benefit local community and prevent future risks and issues that might appear. Again, policies will help to increase people and stakeholders' awareness.

Furthermore, to prove economic benefits for the local community, the destination shall establish the data and record as evidence-based to tract the economic impact to the stakeholders. All the records need to be monitored and easily accessible by related stakeholders. Moreover, the local job opportunity and employment in

the tourism sector also needs to be recorded so that the indicators on delivering local economic benefits could be monitored.

5.2.2 Criteria B(b) Social Wellbeing and Impacts

“The destination shall have a concern for the local community’s contribution and participation in tourism development and sustainability initiatives. This is to increase social equality, to support international human rights standards, and to ensure the legality of land ownership. The destination safety and security also needs to be pointed out in the development, along with the documentation and ease of access, to prevent future damage and social issues in the destination development (Global Sustainable Tourism Council, 2019)”.

Following the UNEP guidance for the policymakers (United Nations Environment Programme, 2005), the government becomes the center focus to lead and achieve sustainable tourism; it is because the government has a capability to develop coordination, manage the public concern, and establish the policy as a tool to maximize the implementation on the economic initiatives, resources, and organization while promoting good practice to alleviate the negative impacts. UNEP also mentioned the government needs to encourage all related stakeholders to respond to the sustainability issues; thus, the policies could become a tool for tourism development and management focus on sustainability, while the implementation should be monitored to ensure the implementation of policies on the ground. Moreover, the condition of the local community vulnerability due to the lack of opportunities led to the issues of employment, poverty, health issues, and low level of education. These all become the challenges for the development. Hence, several issues regarding community support, the prevention of discrimination and exploitation, the legality of land, social safety and security shall be ensured.

To support the community, the Local Official Tourism Government of Belitung, ensures that the destination encourages tourists to contribute to the community economic initiative through buying from household or small business. From the observation in Tanjung Kelayang, it was found that all the seafood stalls in Tanjung Kelayang prepared the food from locally caught fish. Based on the interview with the local stall, the female stall owner mentioned that the fish served here was from her husband’s own boat. Most of the menus were also locals like grill fish, grill seafood, and Belitung fish soup. There is no large hypermarket or supermarket in Tanjung Kelayang and Belitung. Most of the supermarkets or minimarkets are locally owned and local products are mostly sold here. According to the interview with the local community members, they mentioned that they are supporting local economy by buying local food and community-based products.

With regards to the prevention of exploitation and discrimination, there is clause number 5 Act Number 10 in the year 2009, mentioned that tourism operations need to uphold human right and support cultural diversity and local wisdom. Nevertheless, there were no strategy and action plans that clearly mentioned and detail the point about human rights. Interviews with several hotels staff found that, to prevent the exploitations and discrimination, they point out some mechanisms on their operation, which including, did not employ the minors/underage, workhours following the regulations (8 hours), proper check with minimum wages, work insurance (BPJS) and many more.

One of the best practices comes from the big chains’ hotel, which upholds international human rights and clearly mentioned on their operation regarding human rights protection which even includes the protection of LGBT (which has still become a taboo word in Indonesia). Thus, it is also has been stated in the previous criteria. In accordance interview with the Local Official Tourism Government of Belitung showed even in a governmental sector, the diversity of the ethnicity and religions was variety. Although there is no policy stated to

follow international human rights, both Tanjung Kelayang and the other related parties were trying to implement such a mechanism in their operational.

For the property and user rights, the result of the interview with the Local Official Tourism Government of Belitung and the Keciput Village Officials mentioned that landownership issues became a never-ending issue. Until nowadays, the land ownership issue still has no way out. Hence, the only land owned by the Belitung district is the assembly hall (Pendopo), the other part of the beach was not belonging to the district. Nevertheless, many processes have been carried out by the Head of District to solve this issue, but still not finished until the research is carried out. Furthermore, following the stall ownership surrounding Tanjung Kelayang, they built their stall based on who came first, so no one here who legally owned the stall. The same things happened with the local stall in the islands. No one has the license with legal evidence. This certainly endangers the future stall; one day, when the owner comes and disbands the local stall, the local community could not do anything because they did not have a legal umbrella to protect their stall.

For safety and security, the researcher refers to RIPPARKAB 2014, and the number of crimes committed in Belitung was relatively low and the area was generally considered in the condition of safety both in Belitung district and in the islands. The number of crimes reported in Belitung is as follow.

Table 18 Crime Report in Belitung district since 2017-2019.

Subdistrict	Number of Crimes Reported		
	2017	2018	2019
Membalong	7	5	5
Tanjungpandan	54	38	49
Badau	11	5	4
Sijuk	7	5	3
Selat Nasik	0	1	0
Belitung	96	98	74

Sources : (Statistik, 2020)

Tanjung Kelayang is in the Sijuk sub-district, and the number of crime report has decreased in recent years. Moreover, following the interview with domestic tourists, they mentioned that they felt safe.

For marine tourism, the boat was generally equipped with safety jacket. The boat drivers used risk and crisis management knowledge based on their experience as they grew up in coastal fishing communities. There were no marine accidents happened in the areas yet.

Nevertheless, there is no protocol or operating standards for the boat drivers. They have not been trained regarding first aid. This is important as the roles of boat drivers are to be fully responsible to the tourists on the boat, especially when they are far from the land. There is no hospital nearby the destination, and the nearest public health center is approximately 4.6 km away. Therefore, first-aid and Cardiopulmonary Resuscitation (CPR) training for the boat drivers are needed to prevent dangerous situations, increase tourists' trustworthiness, and enhance tourism activity security and safety in the destination.

Regarding the improvement of the access for all, a good practice from Tanjung Kelayang tourism destination development is providing the facilities for disabled people. According to the observation, the walking path has sign and structure for blind people, and some parts of the Assembly Hall provide sloping stairs (ramp) for people with wheelchairs. Supported by the interview with the Local Official Tourism Government of Belitung,

they mentioned they wanted all people to enjoy Tanjung Kelayang. Nevertheless, this information was not on the destination information, website, or guided explanation. Thus, it is not communicated effectively.

According to GSTC, the government shall be active in the way of communication to engage all related stakeholders. This could be improved through regular meetings and communication. Moreover, the availability of the document is also necessary to be in place to ensure the commitment through the policy and regulations which could help the implementation.

As for the human rights, the government should establish the policy to ensure effective and equitable land ownership system, create the agreement between the related government with the land ownership, and establish the agreement with the local community (local stall) on land ownership to protect the legality and protect the local enterprises around the destination. Again, to support safety and security, the establishment of a destination management organization will help the destination to be fully responsible for destination safety and security. The coordination with the relevant parties by the DMO will effectively increase the awareness from the other parties. In summary, it will lead Belitung tourism development to be more sustainable and prevent future risk possibilities while also maximizing the opportunity.

5.3 Section C Cultural Sustainability

5.3.1 Criteria C(a) Protecting Cultural Heritage

The destination shall protect the cultural heritage by identifying assets comprehensively, create the documentation by the database and system, provide monitoring and evaluating, and establish the policy and regulations from the key parties. Thus, it is to protect, conserve, and rehabilitate the assets in the destination covered the cultural heritage, e.g., local traditional art, music, culinary, language, dance, etc. Moreover, the need of intellectual property is necessary to protect cultural heritage. In such a way, the destination shall support the celebration and protection of intangible cultural heritage, including language, gastronomy, and other aspects of local identity and distinctiveness. (Global Sustainable Tourism Council, 2019). SDG14 also considers marine cultural heritage (MCH), where the marine zone has issues of heritage tourism, coastal development, and infrastructure; with a huge consideration on aid policy, climate change, coastal management, fisheries, and offshore industry with the evidence-based decision making across the coastal and marine sectors (Henderson, 2019).

For the intangible cultural heritage, the RIPPARKAB 2014 mentioned the socio-cultural assets of Belitung should be developed as the identity of Belitung; through cultural preservation and conservation, all related stakeholders need to be integrated to respect and preserve the culture. Based on the interview with Keciput Official Village, some communities establish the place to preserve the culture namely *sanggar* which includes the traditional dance of Tanjung Kelayang.

Following the interview with the Local Official Tourism Government of Belitung, it was mentioned that the government also supports, preserves, and empowers the traditional culture, i.e., dance, arts, and music, by inviting and showing their performance during events held by the Local Official Tourism Government of Belitung and the other government of Belitung. Moreover, an annual event such as the Tanjung Kelayang beach festival mostly shows the traditional dance of Belitung, such as Beripat Beregong and the other traditional dance performed by the locals. Based on an interview with the Local Official Tourism Government of Belitung, there are

no cultural assets in the form of archeological sites and artifacts in Tanjung Kelayang. The cultural assets are only found in Badau which is located far away from Tanjung Kelayang.

Field observation and interviews with the local community also found that all members of the community still have access to the sea for fishing or other traditional marine activities. Around Tanjung Kelayang beach, the area around the public assembly hall (Pendopo) can be accessed by all. However, when beach areas have more development in the future, DMO needs to be established to ensure destination and attraction development in Tanjung Kelayang would not diminish traditional access. Through the strategy, policy, and commitment from relevant parties, this cultural sustainability could be achieved. Regarding the intellectual property in Tanjung Kelayang, the Act Number 28 in the Year 2014 for the Intellectual Property in the clause number 38 refers to the traditional culture copyright, and in the clause number 39 there is a reference mentioned that the intellectual property/copyright for the unknown publication is belongs to the states.

The management strategy is necessary to be in place, including stakeholders identification, research design, physical assessment, commitment, and implementation, while the research and development are necessary to create a heritage management sustainability strategy (Azevedo, 2014). In such a way, cultural heritage management through the policy and commitment will help to protect, conserve, and preserve the cultural heritage in the destination.

5.3.2 Criteria C(b) Visiting Cultural Sites

The destination shall provide the system to manage visitor behavior around the cultural sites along with the comprehensive analysis for the vulnerability of the cultural sites to minimize adverse impacts for future development. Guidelines including the “do” and “do not” for the visitor through information, tour operators, guide, and any platform also need to be provided, especially for sensitive sites to protect cultural sites (Global Sustainable Tourism Council, 2019).

Visitor management or VM plays essential role to raise the profile and improve quality of destination, to inform the visitor of destination facilities, services, infrastructure, to manage and modify tourist or visitor behavior, to mitigate the adverse impact of visitors, and to increase visitor satisfaction through a better experience. For cultural sites with vulnerable conditions, VM will help to manage, protect, and mitigate the negative impact that might occur in the destination.

The visitor management in cultural sites in Tanjung Kelayang was not yet established and no carrying capacity analysis. That was the weakness recognized by the RIPPARKAB 2014 and the relevant key parties, both the Local Official Tourism Government of Belitung and the Local Official Environment of Belitung. Moreover, for the site interpretation, it also mentioned that there is no public participation for the promotion and information prepared by the Local Official Tourism Government of Belitung.

The destination must promote Visitor Management (VM) to manage the destination, it will help the destination to create a better analysis and understanding regarding destination development management while also helping the destination to monitor, ensure, and regularly update the operation mechanism and the destination development. It is important to maximize the visitor experience while also protecting the destination (Albrecht, 2017). It will also help key stakeholders to create a better development and improve local capacity building and skills. Furthermore, proper documentation and database as the evidence should be updated regularly. Thus, it becomes the baseline information to create a strategy, guidance, and guidelines for tour

operators, guides, and visitors when they enter and enjoy the destination. It is important to maximize the visitor experience while also protecting the destination. Therefore, the Local Official Tourism Government of Belitung needs to collaborate with all relevant stakeholders to give training and capacity building regarding cultural sites protection to enhance people's awareness and understanding. The destination also needs to provide a comprehensive analysis to give an authentic experience to the visitor and protect the cultural and environmental aspects. Public participation must be in place to ensure that the information is consistent with their beliefs and norms.

5.4 Section D: Environmental Sustainability

5.4.1 Criteria D(a) Conservation of Natural Heritage

The destination shall provide the system to monitor, measure, and respond to the impact of tourism development; thus, visitor management and carrying capacity analysis are necessary to ensure and measure the sensitivity of the destination. While tourists' guidance could become guidelines information to protect the destination. Regulations, standards, policy for wildlife interaction also need to be in place for destination development to preserve biodiversity and animal wildlife protection. Moreover, the monitoring system in the destination for animal welfare and species conservation also need be establish (Global Sustainable Tourism Council, 2019).

Tourism brought a great impact on conservation. If tourism is not managed correctly, it will lead to biodiversity loss, ecosystem degradation, and negative impacts on the local community. Therefore, there are some points mentioned by the IUCN to develop the destination by having effective planning for both inside and outside areas, to ensure good governance, to create public participation and multi-stakeholders collaboration for sustainable tourism planning, and innovative communication to add value to the sites (Borges, Carbone, Bushell, & Jaeger, 2011).

RIPPARKAB 2014 mentioned about the importance of reducing negative impact from tourism. Through UNESCO Geopark management, Tanjung Kelayang and Belitung are trying to protect the environment and the ecosystem surrounding the destination. Nevertheless, referring to the criteria A(c) regarding managing pressure and change, it mentioned that there is no identification concerning the sensitivity and vulnerability of Tanjung Kelayang.

Based on the result of the interview with the Local Official Environment of Belitung, there were no documents or baseline information to monitor the vulnerability status or to ensure biodiversity and conservation surrounding Tanjung Kelayang. Thus, there needs to be comprehensive identification of biodiversity, sensitivity, and vulnerability and these need to be communicated to relevant parties to increase the status awareness.

For the wildlife interaction, RIPPARKAB document 2014 does not have information regarding wildlife welfare issues in the tourism development plan and strategy. Based on the interview result with the Local Official Tourism Government of Belitung, there is no plan or communication to increase public awareness towards wildlife welfare and protection. There is no identification of wildlife or the analysis of potential threats to wildlife or the level of protection needed in Tanjung Kelayang. Furthermore, the RIPPARKAB document 2014 does not mention coastal line protection as mentioned in the Presidential Decree No. 51 Year 2016, where the coastal line

must be protected within 100 meters from the highest point of tide line. Tourism businesses need to be clearly informed when they plan to build or develop structure near of the coastal line.

The result of an interview with the Environmental Sector of the Local Government of Belitung, developing bird identification is still in progress, while the other wildlife would be in the next project. Hence, these sub-criteria would be completed if the destination has a mechanism for wildlife welfare protection management, a list of wildlife identification, the level protection status, risk identification on tourist interaction and tourists' destination development, as well as disseminating to all relevant parties, including the tourists and local community

The tourism destination organization shall carry out identification of vulnerability of environmental status, natural heritage site, conservation, wildlife identification and status of protection, visitor flow, and tourism risk impact on the surrounding destination area. Moreover, tourism destination organization should establish policy, mechanism, and a monitoring system for adequate information of the environmental vulnerability. This document should be developed through the involvement of relevant parties and made publicly available. The management and action plan should be developed as a system to monitor tourist activities that would harm the environment, natural heritage, and wildlife. After the dissemination, the first step to build the local community and tourist awareness regarding this matter was a signboard or information board as reminder tools installed in the destination area. On this information board, the information should include what activities are allowed and prohibited to the tourists and local community. Hence, to improve the conservation of natural heritage, destinations shall provide a comprehensive identification and document regarding the biodiversity status that is accessible for the people to read.

5.4.2 Criteria D(b) Resources Management

The destination shall preserve the targets to reduce energy consumption and increase renewable energy use. Moreover, the mechanism to encourage related parties to measure, monitor, report, and be easy to access should become a consideration for energy conservation, water stewardship, and water quality (Global Sustainable Tourism Council, 2019).

One of the main components in tourism development is accommodation and hotels tend to generally use the energy resources at a high level of consumption. Sustainable tourism therefore covers sustainable use of energy and other resources, and there is a need for cooperation and communication among stakeholders to maximize energy efficiency and promote renewable energy to achieve sustainable resources management (Bohdanowicz, Churie-Kallhauge, Martinac, & Rezachek, 2001)

For the energy conservation, based on RIPPARKAB document 2014, table 25, page on 2-29 regarding environmental management aspect on destination development strategy, the information regarding energy efficiency is still unclear. There is no mentioning about what action plan should be taken for the energy efficiency for the destination development. Interview result with Local Official Tourism Government of Belitung found that they have a plan for energy efficiency but without information on action plan.

The interview results from tourism businesses like hotels, found that they have clear management plan and action plan taken for energy efficiency, such as replacing the CFL (compact fluorescent lamp) with the LED (lighting emitting diodes), installing the e-brochure and signage in the wall room, or on the table regarding the

reminder of “turn of the lamp if not use” and others. The hotels also have established the policy and procedure for energy efficiency.

Based on field observation, the Assembly Hall (Pendopo) was already designed with energy-friendly due to the building made to allow the light to come into the assembly room (open area and open building type are implemented). Unfortunately, the Local Official Tourism Government of Belitung did not have a clear policy or mechanism for energy efficiency and energy conservation to use renewable energy at the destination. To comply with this requirement, the Local Official Tourism Government of Belitung should establish the policy for energy efficiency and energy conservation as the baseline for sustainable destination development. This policy should be communicated to all relevant parties and fully adopted and implemented by tourism destinations and businesses. The management and action plan with a clear target should be in place to measure and monitor the achievement and report periodically to the public.

For the water management, RIPPARKAB document 2014, table 2.9, page on 2-40 mentioned that the action plan would be taken for destination development in the Sijuk area and Tanjung Kelayang. The information covered the infrastructure development for raw water and drainage but unclear information on the water sources. Based on interview results with the Keciput Village Official, most local people use the groundwater for domestic use, as well as in the Tanjung Kelayang destination area. On the other hand, based on interview results with the hotels, the water source is from the municipal water (PDAM). One hotel also installed the wastewater treatment plant and provided brochures/notes/campaigns both inside the room and around the hotel to remind the guest of water use efficiency and waste water management. The water intake and water discharge to the water treatment plant are recorded by the hotels. However, in Tanjung Kelayang destination area, there is no water management plan or wastewater treatment plant.

Due to this condition, the Local Official Tourism Government of Belitung, as an organization responsible for Tanjung Kelayang, should establish a policy regarding water efficiency and water conservation and a mechanism to monitor and record the water usage in Tanjung Kelayang. Furthermore, the wastewater treatment plan should also be in place to manage the wastewater and explore for potentially reuse and recycle of water. Based on the RIPPARKAB document 2014, there is no information regarding water quality management. Nonetheless, according to the interview result with the Local Official Environment of Belitung, water quality analysis was carried out. The sampling point is at the river in Sijuk village, but this is not actually for consumption in the Tanjung Kelayang destination. The government carries out this water analysis to ensure the mining activity does not pollute the water quality, therefore the sampling location is set near the mining site; ut this is not related to the quality of water used in Tanjung Kelayang destination area.

The interview result found that the hotels conducted the water quality assessment regularly to check the E-coli bacterial and to ensure water safety. Thus, the businesses at the destination ensure freshwater quality for drinking and recreational purposes by using the water quality measurement and standard. However, Tanjung Kelayang Government offices did not conduct any water quality assessment to ensure the groundwater meets the drinking water quality. The destination management organization should identify water sources for drinking water and other domestic purposes, and water quality assessment should be conducted periodically, and there needs to be management and action plans for water use efficiency and water conservation, including mandatory regulations and policies for resources management.

In terms of social equity, it also helps to measure the amount of water usage by the tourism industry and try to balance that with the domestic use and to ensure that the water used both domestically and for the tourists are in a good quality. Therefore, energy conservation, water stewardship, and water quality assurance

only could be achieved through the mature strategy, mechanism, and guidance, and through the cooperation and collaboration between stakeholders. Reflecting on Bali tourism development issues that covered the sufficiency of freshwater for the local community, Belitung district and Tanjung Kelayang need to be well-prepared for future tourism destination development.

5.4.3 Criteria D(c) Management of Waste and Emissions

The destinations shall be concern regarding wastewater, solid waste, greenhouse gasses emission and climate change resilience and mitigation, transportation issues, and light and noise pollutions. These need to come with policies established by the key parties. Moreover, it also needs to come along with the system, monitoring, measurement, publicly available report, and the commitment from the related parties. It is due to the principle that could only be achieved through dedication, cooperation, and responsibility from all related parties in tourism development (Global Sustainable Tourism Council, 2019).

According to the research that was conducted in Gili Trawangan, which is one of the islands in Lombok Island that has similar characteristic to Belitung and Tanjung Kelayang, the people there tend to burn their waste as well. It also mentioned that waste generated by tourism activity is twice bigger than the domestic one. The steps for Gili Trawangan waste management are as follow: (Willmott & Graci, 2012),

- Beginning in 1996, Gili Trawangan promoted the concept of waste management due to the uncontrolled waste amount on the islands and the over-burning method. This was done through the *Forum Masyarakat Peduli Lindungan* (FML; ass a community-based organization), they started with collecting the garbage and putting it in an open-pit landfill on the island.
- By the time, due to the increasing number of tourists, they faced more challenges regarding the waste and started to manage the waste through the Gili Eco Trust (GET) started by one of the island environmental non-government organizations, they began with the eco-tax collected from the tourists by the dive shop and other tourism business shop for IDR 50.000 (\$6).
- The partnership then gets wider to the local government, which becomes the milestone to involve the other stakeholders and increase the awareness of all related parties, including the local community, surrounding the destination.

The challenge

- Lack of capacity building

Key factors

- Stakeholders' engagement, collaboration from all related parties, including the local community surrounding the areas
- Enhance the awareness of the local community and other stakeholders with the waste issues
- Financial support could be obtained through the eco-tax from the tourists
- Transparency and accountability will improve the trustworthiness of the stakeholders and willingness to participate financially.

Hence, the action leads Gili Trawangan to become a small island with great improvement and best practices for waste management issues. Furthermore. waste management is a process by which wastes are gathered, transported, and processed prior to disposal of any remaining residues due to waste having a direct link with the air, water, land pollutions, and disease; thus, it is important to have detailed policies for waste management (Amasuomo & Baird, 2016).

For wastewater issues, several hotels in Belitung have been concerned about the wastewater issue and even installed the wastewater treatment plant. Based on the interview with the hotels, they mentioned that the process of the wastewater treatment (Figure 21) was as follow,

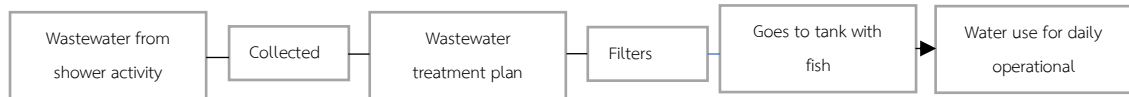


Figure 21 Wastewater treatment in hotel

The water could be re-used by the hotels for their daily operations, such as watering the garden. Therefore, it became a best practice to solve the issues of wastewater. It became the opportunity for the government, where the industry has been willing to provide the wastewater treatment planning. However, there is no coordination by the government.

For the solid waste, based on the result of the interview with the Local Official Environment of Belitung, they mentioned that Belitung has waste separation activities, especially for the solid waste; the mechanism of the waste collection in Belitung (Figure 22) is as follow:

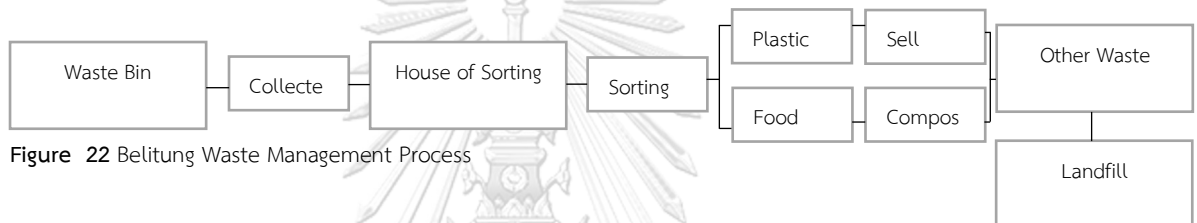


Figure 22 Belitung Waste Management Process

The plastic waste was sorted by the local waste collection team. Fresh waste from traditional markets such as vegetables will be composed to be fertilizer that is also sold to the local farmers. Unfortunately, there is no record or document concerning the amount of waste that are separated/sorted. Moreover, the only waste that are sorted are plastic waste, and the other are mixed and disposed at the landfill.

The local government has been trying to separate the trash bins in the destination based on each type of waste like plastic, paper, and organic (Figure 15). Nonetheless, due to the lack of monitoring and management regarding the bins, the bins were left broken. Hence, all related stakeholders shall collaborate in preparing and planning the waste management strategy i.e., regularly schedule for waste collection, bin separation, waste separation, campaign to reduce the waste, and set the targets to reduce the waste.

According to the research regarding waste management in the tourism area, a case study in Nusa Penida district, Bali, Indonesia by Widyarsana and Agustina (2020). mentioned the total amount of waste produced in the Nusa Penida district was 15.90 tons/day or 173.61 m³/day. Waste production from tourist activities was 4.14 tons/day or 65.7 m³/day, where the majority waste type was solid waste with food waste composition produced by tourism activities such as tourism health facilities, restaurants, and lodging. Then, from total waste produced above, around 8.82 tons/day is dumped in landfills and total and unmanaged waste is around 6.73 tons/day. With Belitung characteristic area almost similar to Nusa Penida (archipelago), therefore, raising awareness of waste management, law enforcement regarding waste handling and collaboration with other parties should be in place to resolve this problem.

For the greenhouse gas issues, RIPPARKAB 2014 mentioned the mitigation principle on the climate change. This becomes the strategy for the destination development, but there is no action plan provided. Based on the

interview with the Local Official Environment of Belitung, there was still no discussion for the greenhouse gas emission calculation or reduction. Based on the observation, it shows there is no public or general transportation from the city to the destination. Tourists are still using the vehicle rent to reach the destinations. Although the government has installed the bus (to and from Tanjung Kelayang – Tanjung Pendan), the result of the interview with the Local Official Tourism Government of Belitung, tourists, and the local community surrounding the city and Tanjung Kelayang, they have no ideas regarding the schedule of the bus. There is no fixed schedule, nor the information disseminated to the visitor through the tour operators, tour guide, or the Local Official Tourism Government of Belitung. As a result, the bus was always empty every time the researcher saw the bus goes around. For the low impact transportation this bus will help reduce the emission, 1 bus could drive more than 20 people, but 1 motorcycle could only drive a maximum of 2 people. Hence, Transportation Officials and the Local Official Tourism Government of Belitung shall collaborate to distribute the information and the schedule of the bus.

Based on Indonesia long-term strategy for low carbon and climate resilience 2050 (2021), in section 3.4, “Framework on climate change actions in Indonesia” the regulations as a baseline were in place, but in the chart of connectivity between mitigation and adaptation plans and their integration to national and sectoral development plans (as for NDC – National Determined Contribution), tourism is not mentioned in the sector category as one of activity to mitigate. The sector category focused by the Indonesian government is agriculture, forestry, energy, waste and industrial processes and product use. However, the emission sources are also from tourism activities, especially transportation and waste, which are included in the energy and waste sector and mitigation and adaption plans (Indonesia LTS-LCCR 2050, 2021).

As the best practices for the waste management and emission reduction, several hotels have come up with practices to reduce the energy and the water consumption through the campaign to encourage tourists to reduce the use of water and re-use towels and bed linen through the notes. This could continue by the other parts of tourism development to reduce the emissions from tourism activity. The researcher believes that all activity has created emissions, but as a human, we could reduce the emission. Although we could never reach zero-emission; because even the food on our plate was releasing the emissions, but as a human, we could minimize our activity without losing other benefits from life. Moreover, the DMO and the Local Official Tourism Government of Belitung could collaborate and establish the policy for the tourism industry to promote emission reduction and increase local community and tourists’ awareness regarding the dangers of emission through the information by any platform communication.

Moreover, as a marine tourism and beach destination, Tanjung Kelayang provides activities such as walking and bicycling around the destination. Belitung and Tanjung Kelayang have been known as quiet and calm places with little light and noise pollution. Based on the interview with tourists, Belitung and Tanjung Kelayang became their choice to rest from the city conditions; they even could hear the waves and the calm wind on the beach. Thus, it became the value of Tanjung Kelayang and Belitung for those who want to relax from the city light and city noise.

5.5 Gap Result from the GSTC-D Criteria and Indicator

Based on the research through the interview, field observation, and documentary review, the result reveals gaps between the requirements of GSTC-D criteria and indicator and the actual existing situations and implementation as follow:

- **The unavailability of the Destination Management Organization (DMO),** It become the root cause for the Tanjung Kelayang destination development. Currently, Tanjung Kelayang is managed by the Local Official Tourism Government of Belitung, whereas the Local Official Tourism Government of Belitung is responsible for many destinations areas and could not focus on Tanjung Kelayang only. In such a way, DMO shall be present in Tanjung Kelayang as an organization to connect and synchronize all the relevant parties affected and/or impacted by the destination development. The DMO should be represented by all stakeholders, responsible for establishing the policies, mechanism/procedures, management strategy and action plan, implementation process, monitoring and evaluation, and periodically reporting to the organizational board, government, and public. DMO will help to create a collaboration, engage the relationship, and help to improve the skills and knowledge through training and sharing.
- **Lack of information, skill, and knowledge regarding sustainable tourism destination development.** This second gap was found in all relevant stakeholders. It became the root cause due to misperceptions and misunderstandings regarding tourism development and sustainable tourism destination development. Furthermore, after the DMO was formed, the first activity was to train all the DMO members to understanding sustainable tourism development. So, the DMO can carry out the short briefing, workshop, skill training, and knowledge sharing to all relevant parties and the local community with the sustainability concepts.
- **Unclear land tittle in Tanjung Kelayang.** The gap shows that bias land-ownership in Tanjung Kelayang was hampering the development process of the destination. The land tenure conflict will be present in the future if this problem is not solved soon. The collaboration with the Ministry of Agrarian Affairs and Spatial Planning at the national level and the Local Official Agrarian and Spatial Government of Belitung should be in place, as organizational government responsible for this problem.
- **Lack of local community involvement and participation.** The strategy management and action plan of Tanjung Kelayang destination development was in place. But this document is not an outcome from participation with relevant stakeholders as well as local community involvement and participation. Moreover, there is no communication and/or dissemination to all relevant parties regarding the strategy management and action plan. Therefore, the management and strategy could not be implemented appropriately on the ground, due to differences of understanding, goals and desire from all parties
- **Lack of communication.** Many issues regarding regulations, policy, and program appeared due to the information were not delivered adequate to all relevant parties. Communication is important to develop, maintain the relationship and communicate what the program proposed. Communication help to analyse the needs and the expectation from the local communities, tourists, and the enterprises. This gap shall be fill by to prevent the future risk and issues regarding the policy and regulations understanding and implementation.
- **Lack of assistance to local community empowerment.** Lack of knowledge and education in Tanjung Kelayang creates a gap on understanding the tourism development and the sustainable destination. Therefore, as a decision maker, Local Official Government of Belitung shall assist and empower the local community in regard to the sustainable tourism destination development and mechanism. It is to improve the local community confidence and to create the independent local community for the future development.

- **Environmental management issues.** This gap is shown due to the objective and target provided in the RIPPARKAB regarding environmental management that was not implemented in Tanjung Kelayang destination development. There is no clear information and action plan mentioned for all potential destination development and tourist activity such as waste management, water and energy management, efficiency and conservation, carrying capacity identification and assessment, wildlife management, etc. Furthermore, the risk assessment and mitigation plan on climate change adaptation resilience were not in place.
- **Social issues.** The gap of social issues covering the local labour law enforcement and local community development. They include human rights, child labour protection, gender equality of opportunity, wages, working hours, workers insurance, occupational health and safety, and others relevant issue. Therefore, the policy, mechanism, standard, and guideline shall be in place and communicate to all community with appropriate language.
- **Lack of data management, monitoring, evaluation and reporting.** The weakness present during the research is the monitoring, evaluation and reporting process. There is no data update by the responsible person or responsible institution. The data management as well as monitoring, evaluation and reporting should be in place to ensure all the issues raised, recorded and followed-up. Whereas the monitoring and evaluation become a feedback process for the continuous improvement, and the reporting as accountability report to organizational board and publicly available.
- **Economic issues.** When the DMO established in the future, the economic issue would be how to provide equal opportunity and fairly price for all community to have an access to promotion their product and services.

CHAPTER 6 CONCLUSION AND RECOMMENDATION

This thesis is a review of Tanjung Kelayang tourism development situation by using GSTC-D V2 criteria and indicators as important points to consider when planning for sustainable tourism. Tanjung Kelayang as one among the 10 New Bali's destinations will need a careful planning and implementation, as the seemingly successful Bali has shown imbalanced development between economic oriented development and environmental protection, and there seems to be never-ending problem stemming from overdevelopment of uncontrolled tourism. Bali over-tourism leads to drastic land-use change by the massive development of hotels and resorts in the fragile island environment. This last chapter provides the conclusion and recommendations proposed by the researcher through analyzing the data.

6.1. Conclusion

Tanjung Kelayang destination still lacks the requirement for sustainable destination due to the absence of management structure and framework, stakeholders' engagement, risk and crisis management, strategy on the local contribution of tourism, prevention of exploitation and discrimination, clear and equitable property and use rights, safety and security, site interpretation, conservation and natural heritage, resources management, and waste and emissions management. Although the result showed a huge gap between the sustainable destination standard, the stakeholders show enthusiasm and interest in the sustainable tourism development in Tanjung Kelayang.

This research clearly illustrates Tanjung Kelayang present situations and actual conditions. It is supported by the data from in-depth interviews, observation, and desk study conducted as the research process. The key parties were chosen based on the responsibility, capability, and affected by the destination development. Hence, it concludes that the qualitative approach gave this research wider space to explore the stakeholders' perspective towards the sustainable destination principles in more detail.

A sustainable tourism destination concept and principles should be considered in Tanjung Kelayang tourism development as preventive and mitigate the potential risk for the current and future development. The GSTC-D V2 as one of the standards for sustainable destination development shall be followed in Tanjung Kelayang destination development due to the Indonesian government (Ministry of Tourism) has become a part of the GSTC member, and the standard is in line with the Tourism National Regulations.

6.2. Recommendation

The researcher highly recommends Tanjung Kelayang tourism destination development to promote the sustainable development concept in all parts of the tourism destination and the relevant parties. To implement the concept, all relevant parties should have understanding, involvement, and come up with the objectives to achieve sustainable tourism destination. The PDCA or Plan Do Check Action should be adopted for the strategy management and action plan development, implementation, monitoring, evaluation, and public reporting process.

This study shows that GSTC provides key points to be considered for tourism and destination development. It could avoid Bali's unsustainable activities and create more sustainable new destinations by using GSTC as an analytical tool so that the main points in sustainable tourism are all covered. It is supported by the

criteria and sub-criteria, which are generic and able to implement in all tourism destination characteristics. Version 2 of the GSTC D is already complete and specific for each part. Moreover, the analysis and recommendation for each destination might be different due to the characteristic differentiation, but the requirement proposed by the GSTC is generic. In a way, with the recommendation below, it could be applied to the other destination development with the proper development analysis and identification.

As a contribution from the study, the recommendation below is provided for the Local Official Tourism Government of Belitung as a decision-maker that is directly responsible for tourism destination development in Tanjung Kelayang. The recommendation below would be a baseline for Tanjung Kelayang destination development to be more environmentally and socially friendly. These recommendations are based on the findings and analysis in chapter 5. The recommendations are as follow,

Sub-Criteria	Recommendation
A(a) Management Structure and Framework	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung shall have to maximize the responsibility to develop the sustainable tourism destination in Tanjung Kelayang by improving the knowledge, skills, and capability of person in charge, as mentioned in the organizational structure. The improvement could be periodically training, seminary, workshop regarding sustainable tourism destination management, and collaboration with the universities, research institutions or relevant expert. The official government should involve all the relevant stakeholders and local community in planned development and implementation with a mechanism to control, evaluate, and monitor every activity to ensure the implementation aligns with the program and target. ● The POKDARWIS that existed in Belitung has the potential to collaborate with the Local Official Tourism Government of Belitung as a local organization to introduce the potential tourism destination in Tanjung Kelayang, manage and maintain the destination tourism, engage with and empower the local community and other relevant tourism stakeholders. The Local Official Tourism of Belitung can take action through education and improve the POKDARWIS skills and capability in organization management, tourism management, waste management, communication and grievance handling, tourism destination protection, visitor management, local community empowerment, sustainable tourism, and others. On the other hand, the POKDARWIS functions as a bridge to connect between the Official Government, local community, tourism businesses, and other relevant stakeholders. In the future, if the POKDARWIS becomes well-established, the Local Official Tourism of Belitung will be able to explore the possibility of setting up the DMO (Destination Management Organization) ● There should be a clear plan in establishing the DMO at the destination level. This DMO should consist of all stakeholder representatives under Local Official Government supervision and with collaboration with POKDARWIS. The DMO becomes the organization responsible for developing the management strategy, guidelines, and action plan to ensure the Tanjung Kelayang

	<p>Destination would implement the sustainable tourism destination concept required by GSTC-D V.2 (from all sections and criteria). Moreover, all related stakeholders should be involved in the planning, implementation, monitoring, and evaluation process. This DMO organization shall have knowledge and capability in sustainable destination tourism development. All the implementation of management and action plan should be monitored, evaluated, and reported periodically to the Local Official Government and public as accountability reports to get public response and feedback. The DMO could be established successfully if the Local Official Tourism Government of Belitung, POKDARWIS, and the existing structural organization have full capacity and skills in sustainable tourism destination development.</p>
<p>A(b) Stakeholder Engagement</p>	<ul style="list-style-type: none"> ● As the current organization responsible for Tanjung Kelayang destination development, the Local Official Tourism Government of Belitung should have a mechanism for stakeholder engagement. This mechanism should consist of stakeholder identification, a list of stakeholders, the person in charge or division responsible for carrying out the engagement process, engagement process stages, complaint and grievance handling, documentation, monitoring, and reporting. On this matter, the Local Official Tourism Government of Belitung should provide the mechanism in the local language, able to access by all stakeholders, and disseminate to all stakeholders periodically. ● The Local Official Tourism Government of Belitung should ensure that stakeholders engagement involved could monitor Tanjung Kelayang destination development process. The logbook should be in place prepared by the official government to record all the stakeholder ideas and/or opinions as feedback for continual improvement. The Local Official Tourism Government of Belitung should also determine the time to regularly meet with all stakeholders to evaluate the program implementation and identify the ground issues. The active hotline number or communication platform might be under consideration to provide by the Local Official Tourism Government of Belitung as another mechanism to get stakeholders' feedback, including tourists.
<p>A(c) Managing Pressure and Change</p>	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung, as the current organization responsible for Tanjung Kelayang destination development, should carry out an assessment for social and environmental impact assessment (SEIA) to identify the potential risk of tourism destination development in Tanjung Kelayang towards to environment carrying capacity, ecology, socio-eco-cultural both positive and negative impact. This assessment becomes a guideline for official tourism to develop a mitigation plan to reduce the potential negative exposure, including unexpected natural events and/or pandemics. The organization shall put the guideline as policy, procedure, or local regulations to control the process and implementation of sustainable destination development in Tanjung Kelayang.

	<ul style="list-style-type: none"> Starting from SEIA, the Local Official Tourism Government of Belitung also should identify the vulnerable area in Tanjung Kelayang to determine the type of activity allowed and not allowed by the visitors, the number of visitors per area or activity, and time/period for tourism activity to make sure the Tanjung Kelayang area is in a ready condition for tourism activity with the sustainability concepts. The signboard installation in the destination area is needed to remind the visitor or community regarding destination management and protection. The Local Official Tourism Government of Belitung, in collaboration with POKDARWIS, should carry out the dissemination or briefing activity regularly to all tourism stakeholders, including the local community regarding the destination management and protection, environmental protection, sense of belonging towards the Tanjung Kelayang, and other activity which will improve the tourism stakeholder's awareness of Tanjung Kelayang sustainable destination.
<p>B(a) Delivering Local Economic Benefits</p>	<ul style="list-style-type: none"> The Local Official Tourism Government of Belitung, in collaboration with Local Official of Cooperative, Small-Medium Enterprises and Trades of Belitung and Local Official of Manpower of Belitung, should establish the policy regarding local economic community empowerment. Then, the Official Government should explore and identify the potential activity that could develop and involve the local economic benefits of the local community in Tanjung Kelayang. The potential activity could encourage and facilitate the local community to establish the cooperative to develop and manage the local community such as local-stall, ship driving, tour guide, handicraft, traditional culinary, traditional event, and other community activities. The Local Official Tourism Government of Belitung, in collaboration with Local Official of Cooperative, Small-Medium Enterprises and Trades of Belitung and Local Official of Manpower of Belitung should encourage tourism businesses in Belitung and especially in Tanjung Kelayang to employ members of the local community with appropriate labor welfare and protection. The Official Government of Belitung should establish an agreement with the tourism industry and businesses regarding local community employees' percentages. In collaboration with Local Official of Cooperative, the Local Official Tourism of Belitung, Small-Medium Enterprises and Trades of Belitung, and Local Official of Manpower of Belitung, in collaboration with POKDARWIS, should carry out relevant education and skill improvement activities for communities relevant to tourism activity and help increase community economic livelihood and well-being.
<p>B(b) Social Wellbeing and Impact</p>	<ul style="list-style-type: none"> The Local Official Tourism Government of Belitung collaborates with the Local Human Rights Commission of Belitung to establish and communicate the human rights policy and commitment to all tourism stakeholders in Belitung,

	<p>especially in Tanjung Kelayang. The human rights content shall include and not be limited to avoiding exploitation and discrimination in all sectors of tourism activity. This policy should be available and understood by all parties. To communicate the policy at local community levels, the official government should collaborate with POKDARWIS to deliver the policy in a local language and local understanding manner.</p> <ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung and Land Official of Belitung should identify and make inventory the property rights of the community in Tanjung Kelayang to protect the community rights from illegal activity during Tanjung Kelayang development. This activity should in collaborate with POKDARWIS to reach into different groups in the community. The information and inventory will become a baseline data to ensure that the development of Tanjung Kelayang will avoid land tenure conflict in the future and ensure the local community's access to their property and areas that should be reserved for public use. ● The Local Official Tourism Government of Belitung in collaboration with the Local Official Manpower of Belitung should establish the safety, health, hygiene, and security policy in Tanjung Kelayang, to ensure all the activity and visitor is fully protected from things that could be harm or pose danger the health, safety, and security. This policy should be regularly communicated to all tourism stakeholders and collaborate with POKDARWIS to reach the local community. The signboard installation in the destination area is fully recommended as a reminder board to all visitors and the community.
<p>C(a) Protecting Cultural Heritage</p>	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung, in collaboration with POKDARWIS and local elders or paramount chief of local tribes, should establish the policy to protect the culture, artefact, heritage, and traditional access from exploitative activities. The type of exploitative activities should be clearly defined in the policy. The identification and mapping should carry out together to identify the cultural, artefact, heritage, and traditional access location inside and surrounding Tanjung Kelayang might be affected by destination development. The Local Official Tourism Government of Belitung and POKDARWIS should disseminate this policy to all tourism stakeholders and develop commitment concerning cultural heritage protection. ● The Local Official Tourism Government of Belitung and POKDARWIS should deliver a briefings regularly to all communities regarding the protection of intellectual property to educate the community and protect them.
<p>C(b) Visiting Cultural Sites</p>	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung and POKDARWIS should develop a mechanism and/or system to count the number of tourists entering the destination area. It ensures that the number of visitors meets the carrying capacity identification based on the SEIA document. On the other hand, the signboard to inform the tourist what the activity is, number of maximum

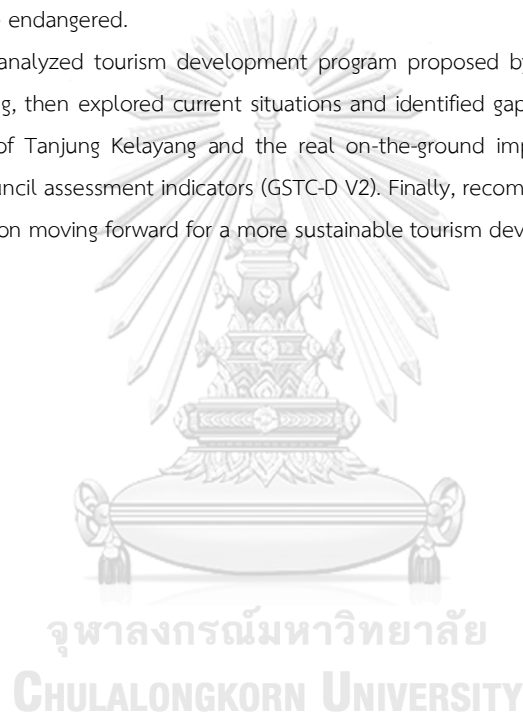
	<p>visitors, local norm, time to visit should be installed in the destination area to remind and inform the visitors.</p>
<p>D(a) Conservation of Natural Heritage</p>	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung, in collaboration with POKDARWIS and the local community, should identify the vulnerable or sensitive environment inside and surrounding area that might be affected from Tanjung Kelayang destination development. Then, the establishment of the policy concerning the conservation and protection of the vulnerable and sensitive environment is necessary to be in place; it is to help to maintain the implementation of the destination development to the environmental protection. Moreover, the policy briefings should disseminate to all tourism stakeholders appropriately and become a guideline for destination development. ● The Local Official Tourism Government of Belitung, in collaboration with The Nature Conservation Agency and POKDARWIS, should develop a management plan for visitors in natural sites, where the important point is in the number of visitors, time limit visiting area, type of activity not allowed, and put the information on the signboard, and others. This management plan should inform the target, objective, detailed action plan, person in charge, timetable, budget, monitoring, and evaluation time. ● The Local Official Tourism of Belitung, in collaboration with The Nature Conservation Agency and POKDARWIS, should educate the local community and carry out periodic monitoring to ensure the local species, especially for RTE (rare, threatened, and endangered) species, are not collected, captured, trapped, traded, displayed, and other activities that would harm the species. This should be communicated to the relevant parties and tourists through the signboard, brochure, short briefings prior to tourist activity, etc. The penalty should be in place for any violation if possible.
<p>D(b) Resources Management</p>	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung, in collaboration with POKDARWIS, Local Official Government of Mining and Energy, scholars, university students, or experts should develop and establish the long-term management plan for energy conservation. The program shall identify potential activities to reduce fossil fuel use and develop/use renewable energy. Record and monitoring of the fossil fuel used is necessary to become baseline data to calculate the greenhouse gas emission produced by the tourism activities. Moreover, Tanjung Kelayang should be targeted to mitigate the use of fossil fuel and even replace it with renewable energy. The management plan should be monitored, evaluated, and reported periodically to the organizations, official government, and public. ● The Local Official Tourism Government of Belitung, in collaboration with Local Official Environmental of Belitung and POKDARWIS, should establish the guide to use, protect and conserve the water. The management plan should be

	<p>developed to monitor water use, potential activity to reuse, reduce and recycle the water, and target to reuse and recycle. This management plan should be disseminated to all relevant parties, tourists, and the community; then it should be reported periodically.</p> <ul style="list-style-type: none"> ● In collaboration with the Local Official Environmental of Belitung and POKDARWIS, the Local Official Tourism Government should identify and monitor water sources and conduct water testing periodically as required by national regulations, including for drinking water, raw water, and wastewater. The organization also should encourage visitors and the local community to protect and conserve the water through the short briefings, dissemination of information, signboard, brochures, and other activity would increase the awareness
<p>D(c) Management of Waste and Emissions</p>	<ul style="list-style-type: none"> ● The Local Official Tourism Government of Belitung, in collaboration with Local Official Environmental of Belitung and POKDARWIS, should identify the potential waste and emission identification source, type of waste, nature of waste, and management plan to reduce the waste. This identification result would be a baseline to establish the waste and emission management mechanism and/or program. The waste and emission identification list should be updated at least once a year, completed with the schedule, measurement result, monitoring document, evaluation result, and report. The program should be communicated to all relevant parties and the tourists. Moreover, the appointed DMO should identify the GHG emission source and significant emissions from the destination and tourist activities, develop the mitigation plan, and set up the target to reduce the GHG emission through the activities, including the tourists, communities, and other relevant parties. The mitigation plan should be made in an appropriate language and easy to understand by all parties. The GHG calculation is highly recommended to calculate and identify the significant GHG emission source, so the mitigation plan developed would be on the target. ● In collaboration with the Local Official Environmental of Belitung and POKDARWIS, the Local Official Tourism Government of Belitung should develop the wastewater treatment system and its mechanism to ensure the wastewater would be managed appropriately and, if possible, for reuse and recycle. This mechanism should be in place and information accessible to the public. In addition, the measurement of wastewater should be carried out as required by regulations to monitor the water chemical and physical measurement. ● In collaboration with the Local Official Environmental of Belitung and POKDARWIS, the Local Official Tourism of Belitung should develop a mechanism to manage the solid waste produced by tourists. The mechanism should clearly mention the solid waste category and type, how to handle it, and the location for solid waste disposal. Especially for plastic waste, the

	<p>organization should ensure it would not contaminate the sea. Related information should be communicated in several languages and disseminates to all relevant parties. The organization can also encourage the tourists to be involved in the waste collection day activity to collect waste together as part of the promotion program.</p>
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The recommendations presented in this Chapter is to look ahead for planning, protection and prevention that will facilitate sustainable tourism development in Tanjung Kelayang. As mentioned, 10 New Bali's is a great idea, but there are things that should be taken into account in regards to the issues of lack of accessibility, social issues, human resources, local empowerment, involvement, and communication which created a huge gap that will lead to the inequality of economic benefit, where the community will lose out, culture will be vulnerable, and environment will be endangered.

This researcher analyzed tourism development program proposed by the government focusing on the case of Tanjung Kelayang, then explored current situations and identified gaps between the policies of the new Bali Plans in the case of Tanjung Kelayang and the real on-the-ground implementation through using Global Sustainable Tourism Council assessment indicators (GSTC-D V2). Finally, recommendations were made on filling in the identified gaps, and on moving forward for a more sustainable tourism development of Tanjung Kelayang.



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APPENDIX

Table 19 Appendix (1) Population in Belitung District

Population in Belitung District			
Years	Male	Female	Total
2012	84,770	79,207	163,977
2013	86,686	80,916	167,602
2014	88,682	82,589	171,271
2015	90,600	84,448	175,048
2016	92,629	86,092	178,721
2017	94,523	87,895	182,418
2018	96,456	89,699	186,155
2019	98,386	91,438	189,824
2020	100,406	93,087	193,493

Sources: (Badan Pusat Statistik Kabupaten Belitung, 2021)

Table 20 Appendix (2) Population in Keciput Village.

Population in Keciput Village			
Years	Male	Female	Total
2016	1,299	1,185	2,484
2017	1,301	1,197	2,498
2018	1,325	1,224	2,549
2019	1,329	1,218	2,547
2020	1,331	1,219	2,550
2021	1,333	1,229	2,562

Sources: (Official, 2021)

Table 21 Appendix (3) Average Years Spent in School by Gender

Average Years Spent in School by Gender (Years)		
Year	Male	Female
2014	8.41	7.73
2015	8.46	7.74
2017	8.48	7.76
2018	8.49	7.8
2019	8.82	8.06
2020	8.94	8.07

Sources : (Statistik, 2021c).

Table 22 Appendix (4) Average Years Expected to be in School

Average Years Expected to be in School		
Year	Male	Female
2014	10.91	10.63
2015	11.84	11.85
2017	11.51	11.54
2018	11.63	12.03
2019	11.64	12.04
2020	11.83	12.05

Sources : (Statistik, 2021c)

Table 23 Appendix (5) Education Level in Keciput Village Sources

Education Level	Number of People	Average Percentages
Elementary School	823	60%
Junior High School	207	15%
High School	172	13%
Diplomas 1	5	0%
Diplomas 2	9	1%
Diplomas 3	10	1%
Bachelor Degree	15	1%
No Education	130	9%
Total	1371	100%

Sources: (Official, 2021);

Table 24 Appendix (6) Belitung Occupancy Data

Occupational Fields	2014		2015	
	Workers	Percentages	Workers	Percentages
Agrobusiness	32,042	38.98%	27,626	32.53%
Processing Industry	5,746	6.99%	8,319	9.92%
Commerce, Hotel, and Restaurant	15,218	18.51%	17,229	20.53%
Public Service	9,869	12.01%	14,875	17.73%
Others	19,325	23.51%	15,854	18.90%

Sources: (Statistik, 2021b).

Table 25 Appendix (7) Number of Fisheries in Belitung District

Sub-District	2018	2019
Membalong	2.009	2.009

Tanjungpandan	1.336	1.335
Badau	893	892
Sijuk	3.545	3.544
Selat Nasik	1.896	1.896
Total	11.697	11.695

Sources: (Dinas Perikanan Kabupaten Belitung, 2020)

Table 26 Appendix (8) Belitung Fish Production 2018-2019.

Production	2018	2019
Frozen Fish	5,846,814	4,490,858
Fresh Fish	2,086,743	2,052,605
Salted Fish	255,171	1,525,618

Sources: (Dinas Perikanan Kabupaten Belitung, 2020).

Table 27 Appendix (9) Boat Type of Fisherman in Every Sub-District in Belitung.

Boat Type	Membalong	Tanjungpandan	Badau	Sijuk	Selat Nasik	Total
Non-Boat	504	102	68	183	28	885
Traditional Boat (without Motor)	128	22	88	71	101	410
Out Boat Motor	300	130	31	294	48	803
in Boat Motor	540	565	291	646	577	2619
Total	1472	784	476	1185	748	4665

Sources: (Dinas Perikanan Kabupaten Belitung, 2020).

Table 28 Appendix (10) Keciput Village Fisheries Production.

Commodity	2019	2020	2021
Mackerel Tuna	10	10	10
Spanish Mackerel	20	20	20
Nus Fish	20	20	20
Ruca Fish	10	10	10
Banister Fish	10	10	10
Puffer Fish	10	10	10

Sources: (Official, 2021)

Table 29 Appendix (11) Keciput Village Employee Data.

Keciput Village Occupational Data (2021)	
Type of Work	Number of People
Fisheries	330
Agriculture	16
Wage Workers	294
Civil Servant	22

Full time employee	40
Businessman/woman	90
Student	396
Trade/Merchant	19
Livestock	2
Housewife	673
Unemployed	620
Others	6
Total	2508

Sources: (Official, 2021).

Table 30 Appendix (12) Number of Tourist in 2009 -2010

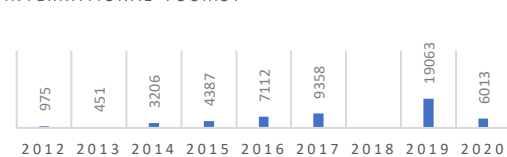
2009			
Months	International	Domestic	Total
January	247	2407	2654
February	244	2308	2552
March	261	3018	3279
2010			
Months	International	Domestic	Total
January	82	4685	4767
February	106	4294	4400
March	197	4569	4766

Sources: (Belitung.go.id, 2010)

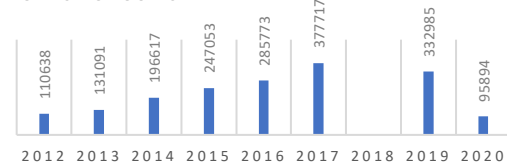
Table 31 Appendix (13) International and Domestic Arrival 2012-2020

Year	International	Domestic	Total
2012	975	110,638	111,613
2013	451	131,091	131,542
2014	3,206	196,617	199,823
2015	4,387	247,053	251,440
2016	7,112	285,773	292,885
2017	9,358	377,717	387,075
2018	Data is not available	Data is not available	Data is not available
2019	19,063	332,985	352,048
2020	6,013	95,894	101,907

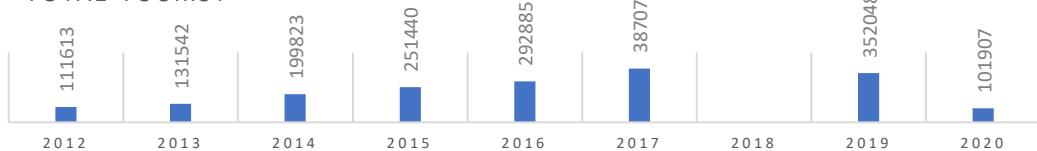
INTERNATIONAL TOURIST



DOMESTIC TOURIST



TOTAL TOURIST



Sources: (Dinas Pariwisata Kabupaten Belitung, 2020)

Table 32 Appendix (14) Hotel Data in Belitung District 2012-2019

Hotel in	2012	2013	2014	2015	2016	2019
Belitung	19	28	35	40	39	62

Sources: (Badan Pusat Statistik Provinsi Kepulauan Bangka Belitung, 2021) and (Badan Perencanaan Pembangunan Daerah (BAPPEDA) Kabupaten Belitung, 2018)

Table 33 Appendix (15) Participant Name List

Participant Number	Position	Organization	Name
P01	Deputy Head of Belitung District	Belitung Government	Isyak Maerobi
P02	Secretary of Official Local Tourism of Belitung	Local Official Tourism Government of Belitung	Annyta
P03	Head of Planning and Reporting	Local Official Tourism Government of Belitung	Ruwaidah
P04	Institutional Development and Tourism Industry	Local Official Tourism Government of Belitung	Adi Febriana
P05	Tourism Destination Development	Local Official Tourism Government of Belitung	Asep Amirudin
P06	Tourism Marketing	Local Official Tourism Government of Belitung	Dodi Ishardy
P07	Economy Creative	Local Official Tourism Government of Belitung	Anjela Agnestiana
P08	Head of Waste Reduction Section	Local Official Environment of Belitung	Arka
P09	Environmental Analysis	Local Official Environment of Belitung	Yasa
P10	Environmental Quality Monitoring and Restoration	Local Official Environment of Belitung	Mardi
P11	National Awareness and Conflict Management (1)	National Unity, Politics, and Community Protection Officials of Belitung District	Bambang
P12	National Awareness and Conflict Management (2)	National Unity, Politics, and Community Protection Officials of Belitung District	Arif
P13	Village Secretary	Keciput Village Official	Marwin
P14	Tanjung Kelayang Village Chief	Keciput Village Official	Suhadi
P15	Staff (1)	Keciput Village Official	Sumardi
P16	Staff (2)	Keciput Village Official	Dian

P17	Tanjung Kelayang Waste Management	Keciput Village Official	Yoga
P18	Stall owner in Tanjung Kelayang (1)	Local Entrepreneurs (TJK)	Dedi
P19	Stall owner in Tanjung Kelayang (2)	Local Entrepreneurs (TJK)	Jamal
P20	Stall owner in Tanjung Kelayang (3)	Local Entrepreneurs (TJK)	Suminah
P21	Stall owner in Tanjung Kelayang (4)	Local Entrepreneurs (TJK)	Rika
P22	Stall owner in Kelayang Island	Local Entrepreneurs	Inah
P23	Random Local Community (5)	Local Community	Edi
P24	Boat Driver (1)	Local Entrepreneurs (TJK)	Iwan
P25	Boat Driver (2)	Local Entrepreneurs (TJK)	Yudi
P26	Boat Driver Random (3)	Local Entrepreneurs (TJK)	Ilham, Bima, Rizal
P27	Tourism Industry (1)	Local ownership	Martono
P28	Tourism Industry (2)	Chain Hotel	Dino
P29	Tourism Industry (3)	Four Star Hotel	Nindya
P30	Domestic Tourist (1)	Tourist	Ivan
P31	Domestic Tourist (2)	Tourist	Ferry
P32	Local Tourist (1)	Tourist	Ina
P33	Local Tourist (2)	Tourist	Calvin
P34	Random Tourist (2)	Tourist	Tomi and Sifa
P35	Tourism Industry (1)	Restaurant	Nopi
P36	Tourism Industry (2)	Authentic Restaurant	Gangan Wani

Table 34 Appendix (16) Fruit and Vegetable Production in Belitung District

Fruit and Vegetable Production in Belitung District				
Fruit Name	Year			
	2016	2017	2018	2019
Avocado	131	53	70	97
Starfruit	44	41	52	32
Duku fruit	98	101	780	1180
Durian	1588	2247	3787	8758
Water apple	159	179	176	225
Guava	283	457	525	265
Big Orange	34	4	99	70
Siam Orange	671	364	438	363
Orange	705	368	537	433
Mango	3087	914	2272	6649

Mangosteen	3366	237	1737	3104
Jackfruit	1013	921	710	1554
Pineapple	3278	2857	2622	1567
Papaya	337	262	168	201
Banana	5177	2009	1482	2242
Rambutan	733	352	223	5872
Salak	261	253	332	374
Sapodilla	156	97	200	269
Soursop	30	52	72	95
Breadfruit	210	89	348	560
Jengkol	485	200	405	785
Belinjo / Gnetum gnemon	215	338	274	576
Petai / Parkia Speciosa	460	262	518	2161
Spring Onion	116	20	20	115
Onion	0	0	445	785
Spinach	1743	648	772	808
Bean	40	20	0	0
Chilli (Capsicum Annum)	2829	1486	1880	1500
Chilli (Capsicum Frustes)	2278	1310	1944	1916
Long beans	3831	2019	2306	2477
Kale	2821	1134	1142	1145
Cucumber	5499	5770	7075	5890
Petsai	1766	940	824	1214
Eggplant	2119	1256	1 615	1347
Tomato	0	0	140	198
Watermelon	396	260	50	325

Sources: (Official, 2021)

Table 35 Appendix (17) Keciput Village Agribusiness Products

Commodity	2019	2020	2021
Water Spinach	10	10	10
Vegetables	10	10	10
Cucumber	20	20	20
Corn	1	1	1
Soy Bean	0	0	0
Peanut	0	0	0
Cassava	1	1	1
Sweet Potato	0	0	0
Spring Onion	1	1	1
Onion	0	0	0

Chilli	5	5	5
Kidney Bean	0	0	0
Long Bean	5	5	5
Potato	0	0	0
Cabbage	0	0	0
Twisted Cluster Bean	10	10	10
Tomato	0	0	0
Carrot	0	0	0
Banana	10	No data	10
Rambutan	5	No data	5
Avocado	0	No data	0
King of Fruit	10	No data	10
Guava	0	No data	0
Big Orange	0	No data	0
Siam Orange	0	No data	0
Mango	20	No data	20
Pepper	5	5	5
Sengon	50	50	50
Coconut	50	50	50
Palm Oil	0	0	0
Kasia	0	0	0
Melinjo	0	0	0
Nilam	0	0	0
Sugan Cane	0	0	0
Tea	0	0	0
Tobacco	0	0	0

Sources: (Official, 2021)

Table 36 Appendix (18) Keciput Farm Production

Commodity	2019	2020	2021
1. Eggs	0	0	0
a. Chicken	1	1	1
b. Kampong Chicken	0	0	0
c. Duck	0	0	0
2. Milk	0	0	0
3. Meat	0	0	0
a. Cow	0	0	0
b. Buffalo	0	0	0
c. Sheep	0	0	0
d. Boiler	0	0	0

e. Free-range Chicken	0	0	0
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Sources: (Official, 2021)

Table 37 Appendix (19) GSTC Destination Criteria for Sustainable Tourism Checklist

CR	CHECKLIST/QUESTION	ANSWER
SECTION A		
SUSTAINABLE MANAGEMENT		
A(a) Management Structure and Framework		
A1	Destination management responsibility Guidance: <i>The destination has an effective organization, group, department, or committee that responsible for coordinating for the involvement of sustainable tourism with the private or public sector along with civil society. This group has defined responsibilities, oversight, and implementation capability for the management of the socio-economic, cultural, and environmental issues. The group is funded, works with several stakeholders to delivering destination management, has access to sufficient staffing, and the transparency in the operations and transactions.</i>	
	SDG'S 16. Peace, Justice, and Strong institutions 17. Partnership for the Goals	
	A.1.i Destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism.	
	A.1.ii The group has involvement by the private sector, public sector and civil society.	
	A.1.iii This group has defined responsibilities, oversight, and implementation capability for the management of socio-economic, cultural, and environmental issues.	
	A.1.iv Group is adequately funded, works with a range of bodies in delivering destination management and has access to sufficient staffing (including personnel with experience in sustainability).	
	A.1.v Group follows principles of sustainability and transparency in its operations and transactions.	
A2	Destination Management Strategy and Action Plan Guidance: <i>Destination establish the implementing a strategy and action plan that publicly available, suited to the scale and based on sustainability principle. The strategy also includes the identification and assessment of tourism assets and considers socio-economic, cultural and environmental issue along with the risk. The strategy relates to and includes a wider sustainability development policy and action in the destination.</i>	

	SDG's 17. Partnership for the goals.	
A.2.i	The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available.	
A.2.ii	The strategy and action plan is suited to its scale, was developed with stakeholder engagement and is based on sustainability principles.	
A.2.iii	The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks.	
A.2.iv	The strategy relates to and influences wider sustainable development policy and action in the destination.	
A3	Monitoring and Reporting Guidance: <i>Destination implementing a system to monitor and respond to the socio-economic, cultural and environmental issues and impacts that rise from tourism. Action and outcomes are monitored, evaluated and publicly reported. System also periodically reviewed.</i>	
	SDG's 12. Responsible Consumption and Production.	
A.3.i	Actions and outcomes are regularly monitored, evaluated and publicly reported.	
A.3.ii	The monitoring system is periodically reviewed.	
A.3.iii	The destination regularly informs tourism-related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable.	
A(b) Stakeholder Engagement		
A4	Enterprise engagement and sustainability standards. Guidance: <i>The destination regularly inform regarding sustainability issue and encourage and support them in making their operation to be more sustainable. Promoting the adoption of sustainability standards, and the application of GSTC-I recognized standards and GSTC-I Accredited certification scheme for tourism enterprise, where available and the destination also publicize the list of sustainability certified enterprise.</i>	
	SDG's 12. Responsible Consumption and Production, 17. Partnership for the Goals	
A.4.i	The destination regularly informs tourism-related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable.	
A.4.ii	The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for	

	tourism enterprises, where available.	
	A.4.iii The destination publicizes a list of sustainability certified enterprises.	
A5	Resident engagement and feedback Guidance: <i>Destination enable and promotes public participatory in sustainable destination planning and management, focus on local communities aspirations, concern and satisfaction with regularly monitored and publicly reported and action is taken in response to them. Destination also has a system to enhance and develop local understanding regarding the opportunities and challenges on sustainable tourism with bulding the capacity of communities to respond.</i>	
	SDG's 11. Sustainable Cities and Communities 17. Partnership for the Goals	
	A.5.i The destination enables and promotes public participation in sustainable destination planning and management.	
	A.5.ii Local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored, publicly reported, and action is taken in response to them.	
	A.5.iii The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.	
A6	Visitor engagement and feedback Guidance: <i>Destination has a system to monitor and publicly report the visitor satisfaction along with the quality and sustainability of the destination experience, if necessary, take an action in response. Visitor also inform about the sustainability issues in the destination and the part that they could help and addressing them.</i>	
	SDG's 12. Responsible Consumption and Productions 11. Sustainable Cities and Communities	
	A.6.i The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response.	
	A.6.ii Visitors are informed about sustainability issues in the destination and the part that they can play in addressing them.	
A7	Promotion and Information Guidance: <i>Information about the destination regarding the products, services, and sustainability need to be accurate. Marketing message and any other communication need to reflect the destination value</i>	

	<i>and approach to the sustainability and treat local communities, natural, and cultural with respect.</i>
	SDG's Goals 12. Responsible Consumption and Productions 11. Sustainable Cities and Communities
A.7.i	Promotion and visitor information material about the destination is accurate regarding its products, services, and sustainability claims.
A.7.ii	Marketing messages and other communications reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect.
A(c) Managing Pressure and Change	
A8	Managing visitor volumes and activities Guidance: <i>Destination has a system to manage the visitor which regularly reviewed. Action is taken to monitor and manage the volume and activities of visitor, by balancing the needs of the local economy, community, cultural heritage, and environment.</i>
	SDG's 12. Responsible Consumption and Productions 11. Sustainable Cities and Communities
A.8.i	The destination has a system for visitor management which is regularly reviewed.
A.8.ii	Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage, and environment.
A9	Planning regulations and development control Guidance: Destination has a planning guideline, regulations and/or policies which control the location and nature of development, require the environmental, economic, and socio-cultural impacts assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operation, including property rental and concessions for tourism purposes. The guidelines, regulations and policies were created with public participation and are widely communicated and enforced.
	SDG's 11. Sustainable Cities and Communities 9. Industry, Innovation, and Infrastructure
A.9.i	The destination has planning guidelines, regulations and/or policies which control the location and nature of development.
A.9.ii	The guidelines/regulations/policies require environmental, economic, and socio-cultural impact assessment and integrate

	sustainable land use, design, construction, and demolition.	
	A.9.iii Regulations also apply to operations, including property rental and concessions for tourism purposes.	
	A.9.iv The guidelines, regulations and policies were created with public participation and are widely communicated and enforced.	
A10	Climate change adaptation Guidance: The destination identifies risk and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risk and future condition is provided for residents business and visitors.	
	SDG's 13. Climate Action	
	A.10.i The destination identifies risks and opportunities associated with climate change.	
	A.10.ii Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities.	
	A.10.iii Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors.	
A11	Risk and Crisis Management Guidance: Destination has a risk reduction, by crisis management and emergency response plan that refer to the destination. The key element communicated to the resident, visitors, and enterprise. Procedures and resources are established for implementing the plan and regularly updated.	
	SDG's 11. Sustainable Cities and Communities 16. Peace, Justice, and Strong Institution	
	A.11.i The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination.	
	A.11.ii Key elements of the risk reduction, crisis management and emergency response plan are communicated to residents, visitors, and enterprises.	
	A.11.iii Procedures and resources are established for implementing the plan and it is regularly updated.	
SECTION B		
SOCIO-ECONOMIC SUSTAINABILITY		
B(a) Delivering Local Economics Benefit		

B1	<p>Measuring the local economic contribution of tourism</p> <p>Guidance:</p> <p><i>Direct and indirect economic contribution of tourism to the destination's economy monitored and publicly reported. Appropriate measure may include the volume of the visitors, visitor expenditure, employment, and invested with the evidence on the distribution economic benefit,</i></p>
	<p>SDG's</p> <p>9. Industry, Innovation, and Infrastructure</p> <p>8. Decent Work and Economic Growth</p> <p>1. No Poverty</p>
B.1.i	<p>The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported.</p>
B.1.ii	<p>Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.</p>
B2	<p>Decent Work and Career Opportunities</p> <p>Guidance:</p> <p><i>The destination encourages and supports career opportunities and training in tourism. The destinations tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.</i></p>
	<p>SDG's</p> <p>8. Decent Work and Economic Growth</p> <p>4. Quality Education</p> <p>5. Gender Equality</p> <p>10. Reduce Inequalities</p>
B.2.i	<p>The destination encourages and supports career opportunities and training in tourism.</p>
B.2.ii	<p>The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.</p>
B3	<p>Supporting local entrepreneur and fair trade</p> <p>Guidance:</p> <p><i>The destination encourages the retention of tourism spending in the local economy through supporting local enterprise, supply chains and sustainable investment. It promotes the development and purchase of local sustainable product based on fair trade principles and that reflect the area's nature.</i></p>
	<p>SDG's</p> <p>8. Decent Work and Economic Growth</p> <p>12. Responsible Consumption and Production</p> <p>2. Zero Hunger</p>

B.3.i The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment.	
B.3.ii The destination promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.	
B(b) Social Wellbeing and Impacts	
B4	Support for Community Guidance: <i>The destination has a system to enable and encourage enterprise, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.</i>
SDG's	3. Good health and Wellbeing 4. Quality Education
B.4.i The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.	
B5	Preventing Exploitation and Discrimination Guidance: <i>The destination upholds international standards on human right. It has laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination, and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. The laws and establishment practices are publicly communicated and enforced.</i>
SDG's	10. Reduce Inequalities 16. Peace, justice, and Strong Institution
B.5.i The destination upholds international standards on human rights.	
B.5.ii The destination has laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities.	
B.5.iii The laws and established practices are publicly communicated and enforced.	
B6	Property and User Rights Guidance:

	Laws and regulations regarding property rights and acquisitions are documented and enforced. They comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation. Laws and regulations also protect user and access right to key resources.	
	SDG's 11. Sustainable cities and communities 16. Peace, justice, and strong institutions	
B.6.i	Laws and regulations regarding property rights and acquisitions are documented and enforced.	
B.6.ii	Laws and regulations comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation.	
B.6.iii	Laws and regulations also protect user and access rights to key resources.	
B7	Safety and Security Guidance <i>The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.</i>	
	SDG's 3. Good health and wellbeing 16. Peace, justice, and strong institution	
B.7.i	The destination has a system to monitor and prevent crime, safety, and health hazards	
B.7.ii	The destination publicly reports and responds to crime, safety, and health hazards	
B.7.iii	The system addresses the needs of both visitors and residents.	
B8	Access for all Guidance: <i>Where practical, sites, facilities, and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or the special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services.</i>	
	SDG Goals 3. Good health and well being 10. Reduce inequalities	
B.8.i	Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all,	

	including persons with disabilities and others who have specific access requirements or other special needs.	
	B.8.ii Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved.	
	B.8.iii Information is made available on the accessibility of sites, facilities and services.	
SECTION C		
CULTURAL SUSTAINABILITY		
C (a) Protecting cultural heritage		
C1	Protection of cultural assets Guidance: <i>The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscape.</i>	
	SDG Goals 11. Sustainability cities and communities	
	C.1.i The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets.	
	C.1.ii Cultural assets include built heritage and cultural landscapes.	
C2	Cultural artefacts Guidance: <i>Destination has law governing the proper sale, trade, display, or gifting or historical and archeological artefacts. The laws are enforced and publicly communicated, including to tourism enterprise and visitors.</i>	
	SDG Goals 11. Sustainable cities and communities	
	C.2.i The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts.	
	C.2.ii The laws are enforced and publicly communicated, including to tourism enterprises and visitors.	
C3	Intangible heritage Guidance: <i>Destination needs to occur celebration and protection of the intangible heritage including local traditions, arts, music, language, and other aspects. Provide the real experience for the visitor with an authentic and genuine experience.</i>	
	SDG Goals 11. Sustainable cities and communities 12. Responsible consumption and production	

	C.3.i The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness.	
	C.3.ii The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.	
C4	Traditional access Guidance: <i>Destination monitor, protect, and when necessary rehabilitates or restores local community access to natural and cultural sites.</i>	
	SDG's 11. Sustainable cities and communities 16. Peace, justice, and strong institution	
	C.4.i The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural sites.	
	C.4.ii The destination monitors, protects, and when necessary rehabilitates or restores local community access to cultural sites.	
C5	Intellectual Property Guidance: <i>Destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.</i>	
	SDG Goals 16. Peace, Justice and Strong institutions	
	C.5.i The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.	
C(b) Visiting cultural sites		
C6	Visitor management at cultural sites Guidance: <i>Destination needs to provide a system which could manage the visitor within and around cultural sites, which take account of their characteristics, capacity, and sensitivity and seek to optimize visitor flow and minimize the negative impacts. Guidelines for visitor behavior at sensitive sites and cultural events made and available for visitor, tours operators, and guides before and at the visit time.</i>	
	SDG Goals 11. Sustainable cities and communities 12. Responsible consumption and production	
	C.6.i The destination has a system for the management of	

	visitors within and around cultural sites.	
	C.6.ii The system takes account of the characteristics, capacity and sensitivity of the cultural sites.	
	C.6.iii The system seeks to optimize visitor flow and minimize adverse impacts.	
	C.6.iv Guidelines for visitor behaviour at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of the visit.	
C7	Site interpretation Guidance: <i>Accurate interpretative materials is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. Information is culturally appropriate, developed with host community collaboration, and clearly communicated in language pertinent to visitors and residents.</i>	
	11. Sustainable cities and communities 4. Quality Education	
	C.7.i Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit.	
	C.7.ii The information is culturally appropriate and developed with host community collaboration.	
	C.7.iii The information is clearly communicated in languages pertinent to visitors and residents.	
SECTION D		
ENVIRONMENTAL SUSTAINABILITY		
D(a) Conservation of Natural Heritage		
D1	Protection of sensitive environments Guidance <i>Destination needs a system to monitor, measure, and respond to the impact of tourism on the natural environment, conserve ecosystem, Habitats and species, and prevent the introduction and spread of invasive species.</i>	
	SDG Goals 14. Life below water 15. Life on land	
	D.1.i The destination has a system to monitor, measure and respond to the impact of tourism on the natural environment.	
	D.1.ii The destination has a system to conserve ecosystems, habitats and species.	
	D.1.iii The destination has a system to prevent the introduction and spread of invasive species.	
D2	Visitor Management at natural sites Guidance:	

	<i>Destination has a system for management of visitors within and around natural sites, which take account of their characteristics, capacity, and sensitivity, and seek to optimize visitor flow and minimize adverse impacts. guidelines for visitor behavior at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.</i>
	SDG's 14. Life below water 15. Life on land
D.2.i	The destination has a system for the management of visitors within and around natural sites.
D.2.ii	The system takes account of the characteristics, capacity and sensitivity of the natural sites.
D.2.iii	The system seeks to optimize visitor flow and minimize adverse impacts.
D.2.iv	Guidelines for visitor behaviour at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.
D3	Wild Interaction Guidance: <i>Destination has system to ensure compliance with local, national, and international laws and standards for wildlife interaction. Interaction with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly manage to avoid adverse impacts on the animal concerned and, on the viability, and behavior of populations in the wild.</i>
	SDG's 14. Life below water 15. Life on land
D.3.i	The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions.
D.3.ii	Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned.
D.3.iii	Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the viability and behaviour of populations in the wild.
D4	Species exploitation and animal welfare Guidance: The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorized

	and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.
	SDG's 14. Life below water 15. Life on land
D.4.i	The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products.
D.4.ii	No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities.
D.4.iii	Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.
D(b) Resources Management	
D5	Resources Management Guidance: <i>The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.</i>
	SDG's 7. Affordable and clean energy
D.5.i	The destination has targets to reduce energy consumption and improve efficiency in its use.
D.5.ii	The destination has targets to increase the use of renewable energy.
D.5.iii	The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.
D6	Water Stewardship Guidance <i>The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and ecosystems.</i>
	SDG's 6. Clean water and sanitation
D.6.i	The destination encourages enterprises to measure, monitor, publicly report and manage water usage.

	D.6.ii Water risk in the destination is assessed and documented.	
	D.6.iii In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and ecosystems.	
D7	Water Quality Guidance: The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.	
	SDG's 3. Good health and wellbeing 6. Clean water and sanitation	
	D.7.i The destination monitors water quality for drinking, recreational and ecological purposes using quality standards.	
	D.7.ii The monitoring results are publicly available.	
	D.7.iii The destination has a system to respond in a timely manner to water quality issues.	
D(c) Management of Waste and Emissions		
D.8	Wastewater Guidance <i>The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems. The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.</i>	
	SDG's 3. Good health and wellbeing 14. Life below the water	
	D.8.i The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems.	
	D.8.ii The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.	
D9	Solid waste Guidance <i>The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is</i>	

	<i>not reused or recycled is disposed of safely and sustainably.</i>
	SDG's 12. Responsible consumption and production 14. Life below the water 15. Life on land
D.9.i	The destination measures and reports on its generation of waste and sets targets for its reduction.
D.9.ii	The destination ensures solid waste is properly treated and diverted from landfill.
D.9.iii	The destination makes provision for a multiple-stream collection and recycling system which effectively separates waste by type.
D.9.iv	The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste.
D.9.v	Action is taken to eliminate or reduce single-use items, especially plastics.
D.9.vi	Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.
D10	GHG emissions and climate change mitigation Guidance <i>The destination has targets to reduce greenhouse gas emissions, and implements and reports on mitigation policies and actions. Enterprises are encouraged to measure, monitor, reduce or minimise, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged.</i>
	SDG's 13. Climate action
D.10.i	The destination has targets to reduce greenhouse gas emissions.
D.10.ii	The destination implements and reports on mitigation policies and actions.
D.10.iii	Enterprises are encouraged to measure, monitor, reduce or minimise, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers).
D.10.iv	Offsetting of any remaining emissions is encouraged.
D11	Low-impact transportation Guidance <i>The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion and climate change.</i>

	SDG's 8. Industry, innovation, and infrastructure 13. Climate action	
D.11.i	The destination has targets to reduce transport emissions from travel to and within the destination.	
D.11.ii	An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion and climate change.	
D12	Light and noise pollutions Guidance <i>The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.</i>	
	SGD's 3. Good health and wellbeing 11. Sustainable cities and communities	
D.11.i	The destination has guidelines and regulations to minimize light and noise pollution.	
D.11.ii	The destination encourages enterprises to follow these guidelines and regulations.	

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