



The problematic implementation of community-based ecotourism in Indonesia: A case study in ecotourism of Gili Labak-East Java

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Abstract

This study aimed at analyzing the implementation of Community-Based Ecotourism (CBE) principles in managing the Ecotourism of Gili Labak, East Java. This study was qualitative and descriptive. The primary data were obtained through observation and interview to certain informants (management team, tour guide, sellers/shopkeepers, lodging and rental owners, local citizen, travel agent, local academicians, local government), while the secondary data were gained from apposite literature and government regulation documents. This study was conducted over a year, from January to December 2018. The research results showed that, generally, the CBE principles were not seriously implemented yet in the ecotourism management of Gili Labak. Conservation principles were not considered important by the management team, and this was neglected as their focus was concentrated on their efforts to attract tourists and as many as possible. In addition, there was also an inadequacy in culture conserving efforts and the lack of knowledge and skill of the management team related to this issue. This study is essential for the ecotourism discourse, community development, and environmental education, and in cultivating students' basic skills in planning, developing, managing and marketing of certain ecotourism attractiveness to support sustainable development initiatives. The CBE study in Indonesia, mainly in East Java was limited. There has been no CBE study in Gili Labak. This study is valuable for these endeavors in developing the conservation of the ecotourism area and in determining a proper policy by the Indonesian government which can contribute to great benefits for the local community.

Keywords: Community-based ecotourism, conservation, Gili Labak, small islands, sustainable development.

Introduction

Sumenep is a district with the highest number of islands in East Java, Indonesia. It has 126 islands (comprised of 48 inhabited islands and 78 uninhabited islands), 25 sub-districts and 331 villages (Husamah, Fatmawati, Setyawan, & Miharja, 2018; Muhsoni & Efendy, 2016a). This showed that Sumenep district has a great potential natural resources, particularly in its marine and small islands (Inounu, Martindah, Saptati, & Priyanti, 2007; Rini, Pratikto, & Sambodo, 2015a).



Sumenep local government has started to become more aware about their ecotourism potential even though the development in this field is slow and unoptimized as of yet (Rani, 2014). By considering its natural conditions and beach topography as well as the beautiful small islands with their natural uniqueness, ecotourism in Sumenep is promising to be better developed (Yustijanto, Wibowo & Aryanto, 2013). This is in line with Tanaya and Rudiarto (2014) and Nicolaidis (2015) who stated that tourism has been an interesting sector to be developed in the matter of promising in supporting the regional advancement in global level. More than that, tourism must provide the pristine natural resources of the area. This also must not merely develop the environmental conservation aspect, but it should additionally give advantages for its local people as one of efforts in empowering local economic development. Hence, the local community must be the main party in directing this matter (Nicolaidis, 2014; 2017; Nicolaidis & Vettori, 2019).

Gili Labak is one of the small islands in Sumenep district where the most essential resources are placed such as a coral reef ecosystem, fishing ecotourism, and an interesting aqua culture (Romadhon, 2014). Furthermore, as a small island, Gili Labak has marine tourism potentials which can be developed, such as inter alia, the expanse of white sand beach that surrounds the island, the biota diversity of its sea garden, the clear sea water, and the supporting current and sea wave activity for snorkeling and diving. It is not only foreign tourists who visit Gili Labak through the sea from Bali Island, but there are also local tourists who are interested in experiencing small island adventure (Nurmaturokhmah, 2017) and in authentic settings which are very important for visitor retention and a true spiritual encounter with nature at its best (Nicolaidis, 2014, 2015).

Literature Review

The management of ecotourism sites in Sumenep must be sustainable and profit oriented for the local community. Thus, the sustainable tourism must cover quality, sustainability and the balance of environmental, culture, and human aspects (Hlengwa, 2019; Treephan, Visuthismajarn & Isaramalai, 2019; Workie, Kassaw & Asfaw, 2018). Tourism development is strongly related to the conservation of personality and national culture developmental values by utilizing all the beauty potentials and Indonesian natural wealth. This does not mean that it needs to change totally, but rather the idea is to manage, utilize, and maintain the existing potentials, so that this can be an attractive potential which invites tourists to come (Sutanto, Riyanto & Yuwono, 2013). The World Tourism Organization (WTO) defined sustainable tourism development as an advancement which meets the recent tourist needs while protecting as well as creating future opportunities for later generations. This leads to the management of all resources to address economic, social, and aesthetical needs achievement while maintaining cultural integrity, the essential ecological processes, natural diversity, and the unique life supporting systems.

Sustainable tourism can only be achieved by consistently considering and involving local community (Acquah, Nsor, Arthur & Boadi, 2017; Gumede & Nzama, 2019; Nicolaidis, 2015; 2014; Syraji, Mezgebo, Said & Brhanu, 2017; Xaba, Selepe & Mdiniso, 2018). According to Nurhidayati and Fandeli (2012), the discourse about the failure of tourism has led to the controversy nowadays of the tourism development paradigm which stated that it is considered as a drawback for the local people. A good tourism development policy must give economic, social, and cultural advantages to the community surrounding the destination. Thus, the idea to develop the more sociable tourism aspects which is, in turn, known as Community-Based Tourism (CBT) has emerged. Through developing CBT, it is expected that the tourism industry can be an instrument for an advancement which is more promising for general community prosperity. In a global level, not only does CBT develop tourism aspects, but it has also been



used to solve poverty issues in many places such as for example South Africa, Thailand, Dominica, the Caribbean, Jamaica, and Barbados.

CBT concept has been adopted in ecotourism as an effort which underlines the community's active role (Bith, 2011; Bulatović & Rajović, 2016; Manaf, Purbasari, Damayanti, Aprilia & Astuti, 2018). This is based on the facts that the community has their own comprehension about natural and cultural issues which become a potential and market values for tourism attractions. Thus, community involvement in this matter is a must (Chang, Chien, Cheng, & Chen, 2018; Nicolaidis, 2015; Susilowati, Syah, Suharno & Aminata, 2018).

Conceptually, ecotourism highlights the basic integrated principles which must be considered to assure its successfulness. Therefore, the Department of Culture and Tourism of Indonesia and WWF Indonesia have published The Guidance of Community-Based Ecotourism Principles and Criteria. There are five principles which must be considered by the management team and developers (WWF-Indonesia, 2009). Yet, this guidance is still incomplete and non-operational due to the similarities and uncovered principles which lead to the inoptimality of analysis or evaluation activities. Therefore, Priono (2012) has also developed more operational guidance aspects which cover the five principles.

An evaluation of community-based ecotourism principle implementation in the management of Gili Labak Ecotourism is crucially needed. Romadhon, Yulianda, Bengen and Adrianto (2013) stated that sustainable utilization requires the sustainable development concept in planning and managing ecotourism in the archipelago and small island areas. The evaluation results are expected to contribute towards various efforts in developing ecotourism products and area conservation. This is important to ensure that the area development can give some advantages as it meets the needs of improving the sustainability of community welfare and economic aspects. This is in line with Rini et al (2015) who stated that the development and optimization of carrying-capacity for ecotourism-based resources utilization in a certain area needs a deep analysis about ecological, socio-cultural, institutional law and economic conditions which exist in the local area, as well as about the resources supporting capacity on the marine ecotourism utilization and its exploration strategy.

By considering the above conditions, this study aimed at analyzing the implementation of Community-Based Ecotourism (CBE) principles in ecotourism management of Gili Labak of Sumenep District, East Java.

Ecotourism Concept

Ecotourism is a limited tourism activity which uses the rules, values, and ecological function as object and the tourism purpose (Anup, 2016; Dumbe, Zakaria & Eshun, 2018; Kiper, 2013; Pueyo-Ros, 2018; Tesfaye, 2017). Meanwhile, according to TIES (2015), ecotourism has been defined as a responsible journey to natural areas which conserve the environment, support the local people welfare, and involve interpretation and education.

Ecotourism is a concept of sustainable tourism development which is addressed to support the environmental maintenance efforts (natural and cultural) and improving local community participation in the management so that it gives economic benefits to the local people (Priono, 2012b). Ecotourism is one of sustainable development mechanisms (Gumede & Nzama, 2019; Lisova, Kharchenko & Kapitonov, 2017; Nicolaidis & Vettori, 2019; Syraji et al., 2017; Xaba et al., 2018). Ecotourism emerges as the consequences of the dissatisfaction in tourism which is ignoring socio-ecological effects, and merely focuses on the economic and human pleasure aspects (Flanagan, 1997; Ioannis, 2017; Tisdell, 2003).



Ecotourism is a potential activity which can be considered to improve local economic aspect (Cohen & Silva, 2011; Gumede & Nzama, 2019; Kiper, 2013; Kirkby et al., 2010; Nicolaidis & Vettori, 2019; Safarabi, 2016; Syraji et al., 2017; Xaba et al., 2018). CBE requires local peoples active participation to be a good host, providing their best potential, to be involved in managing security, peaceful activity, beauty, and environmental cleanliness, as well as providing good memories and impressions for the tourists visiting (Fennell, 2013; Fiorello & Bo, 2012). Ecotourism which consistently involves the local community will give benefits or economic effect for local people as well as promoting natural conservation measures. When a tourism destination is successful, it habitually attracts new people with unique skills and businesses opportunities are nurtured in the area. The new community members become stakeholders as well as they bring with them personal skills, knowledge and a variety of experience that can be used by the community (Nicolaidis, 2015).

Community-Based Ecotourism (CBE) Principles

Conceptually, ecotourism emphasizes the integrated basic principles. First, conservation. Ecotourism development must be able to maintain, protect, and or contribute to improve and also maintain natural resources (natural conservation). The development must involve the notion of care, responsibility, and commitment to the local culture conservation, implementing responsible business rules as well as sustainable economic growth. Second, community participation. This development must be based on the discussion and approval from the local community. Thus, it is a must to be care and respect to the social cultural values as well as religious traditions in term of the beliefs held by the local people (Nicolaidis, 2014, 2015, 2017). Third, economy. Ecotourism development must contribute benefits for the local community and become a driving force for economic growth in the area. Furthermore, the economic principle must assure the balance development between the environmental maintainance and the all-party interests (Nicolaidis & Vettori, 2019). Fourth, education. Ecotourism development must be comprised of education aspects to change people's attitudes to possess a sense of caring, responsibility and commitment towards the environmental maitainance. Moreover, it must increase community awareness and appreciation toward nature, historical and cultural values, as considerable as contribute a useful knowledge for the visitors, society, and related parties. Fifth, tourism. Ecotourism development must present satisfying experiences for the visitors as this will guarantee the ecotourism sustainability. It must also deal with the visitors safety, comfort, and satisfaction as well as be enriching their experiences (Priono, 2012b). The stakeholders i.e. local community, in collaboration with organizations, thus have a very important role to play in the development process of a tourism destination and their buy-in is critical to success (Nicolaidis, 2015).

Ecotourism of Gili Labak

Gili Labak Island comprised of five hectare (ha) and is inhabited by 35 families or 105 people. The coverage of coral reefs in Gili Labak is 39.80% – 55.00% and is categorized as fair to good. The coral reefs are in a good condition and have been inhabited by 15 fish species in Gili Labak which become an attraction for them who experience senorkeling. Among those fish species, there is a rare species i.e. Napoleon Wrasse (Panggabean, Mardlijah, & Pralampita, 2010).

The typology of Gili Labak beach is surrounded by natural white and which is suitable to enjoy the sea and beach areas. Coral reefs and various fish in its sea garden have been a beautiful attraction for the tourists who choose to do snorkeling and diving. Furthermore, in the Spatial and Area Planning (Rencana Tata Ruang dan Wilayah/RTRW) Sumenep District year 2009-2029, it was mentioned that the water area of Gili Labak Island has been designated as a

marine tourism park and environmental area. The characteristics and ecosystem uniqueness are a sandy beach and various coral reefs of diverse colours, as well as the diversity of fish and sea animals. The area can be developed for scuba diving. Moreover, the stretch of white sand and blue sea with its gentle waves have made Gili Labak Island deserving of visitation. The clearness of sea water can be seen approximately 50 metres from the shore. The results of Gili Labak Island modelling which have been done show that the suitable ecotourism activities for this island are snorkeling and diving. The carrying-capacity utilization of ecotourism was 133 people per day for diving, 44 people per day for snorkeling, and 86 people per day for beach (Muhsoni & Efendy, 2016b). To date, there is no evaluation whether the rules were considered in managing Gili Labak ecotourism.

Methodology

This study was a qualitative and descriptive in nature and supported by quantitative data. This study was conducted in Gili Labak Ecotourism in Talango Sub-District of Sumenep, East Java Indonesia. The research was conducted for a full year from January to December 2018. The research location is shown in Figure 1.



Figure 1. The map of Gili Labak ecotourism

A recorder, camera, and notebook were used to collect the data in this study. While the materials employed were the population data and the other supporting data in which the instruments used were an observation sheet, the questionnaire of CBE principles implementation and interview guidance.

Data Collection

The data collection was undertaken based on Soedigdo and Priono (2013) in which the steps followed were as follows. First, an in-depth interview was done in which the respondents were the Gili Labak Ecotourism management team, visitors, and travel agents. Second, a questionnaire was completed by the management, visitors, local government, tour guides, and experts from local universities. The CBE questionnaire referred to Priono (2012). This questionnaire was considered suitable for the conditions in Indonesia, particularly East Java,



as the previous implementation has shown (Husamah et al., 2018; Husamah & Hudha, 2018). This questionnaire comprised of (1) Conservation Principles (i.e. six criteria for nature conservation and four criteria for cultural conservation), (2) Society participation principles (seven criteria), (3) Economic principles (five criteria), (4) Education principles (five criteria), and (5) Tourism principles (six criteria). Third, field observation was also conducted to observe and check the ecotourism object, either in its natural tourism attraction state, amenities, accessibility, tourism potential, or the community involvement in ecotourism. Fourth, there was an intense literature and document review on experts in ecotourism and other stakeholders from South Africa such as Nicolaides, Gumede, Nzama, Van der Merwe, Saayman and Bothma. The researchers thus studied various references related to the keywords of this research.

Data analysis

The data analysis method used was the paradigm of qualitative descriptive research based on the theories related to research keywords. According to Priono (2012), there are three criteria to assess the existing conditions about the implementation of every principle and aspect/criteria, namely, low, fair, and high. The evaluation of community-based ecotourism implementation of ecotourism management by respondents was done using a questionnaire which used a four-point likert scale. The total amount of each aspect was then calculated. The total scores gained were interpreted in three categories, i.e. high with the range between 81 – 100%, fair with the range between 61 – 80%, and low with the range ≤60%. In consideration with the support in decision-making or status designation about the implementation of CBE principles, the data was supported by the results of observation, interviews, document studies, and study of local ecological existing conditions which were analyzed using a data triangulation paradigm.

Results

The evaluation of community-based ecotourism principles implementation in Gili Labak management can be elaborated on as follows below.

Conservation principle

The data of conservation principle in Gili Labak management appears below in Table 1.

Table 1. Conservation Principle

No.	Aspect/criteria	The existing condition		
		High	Fair	Low
Natural conservation principal				
1	Considering environmental carrying-capacity of the addressed area, through ranking (zonation).			✓
2	Managing visitor number, facilities in accordance with the carrying-capacities of the addressed area.			✓
3	Improving the awareness and appreciation toward natural and cultural environment.		✓	
4	Utilizing resources sustainably in conducting ecotourism activities.			✓
5	Minimizing the negative impact which possibly emerged and behave to be friendly for the environment.			✓
6	Managing business with a good manner.		✓	
Culture conservation principle				
1	Implementing ecotourism ethics for visitors, management team, and bussinissmen.			✓

No.	Aspect/criteria	The existing condition		
		High	Fair	Low
2	Involving local community and the other parties (multistakeholders in formulating the visitors, management team, and businessmen ethics).		✓	
3	Approaching, asking suggestions from the local community leaders from the lowest level before starting the steps in processing ecotourism development.		✓	
4	Conducting research and comprehending the cultural and social aspects in the local community as the integrated part of a planning process and ecotourism management.			✓

Based on Table 1, it can be seen that the natural conservation principles were not considered in Gili Labak management. Most of the aspects were in a low category (60%), while the remaining aspects were categorized as fair (40%). This shows that the Gili Labak management was not constructed well based on the care, responsibility, and commitment toward natural maintainance and ecological rule development. There was no limitation or regulation in the number of visitors and the use of facilities which are not suitable with the local environmental carrying-capacity, and this tended to cause negative effects to impact the environment. The visitor mass mobility effects were the worst in coral reef damage in the Gili Labak Sea. Besides the visitor activities, there were ships and speedboats anchored without considering the rules (Figure 2a) which caused great the damage on coral reefs (Figure 2b).



Figure 2a. Ships and speedboats docked carelessly (Aldo, 2016); b. The damage of coral reefs in Gili Labak (Faris, 2016).

As there was no effort in limiting the visitor number, this led to the overcapacity which tended to cause a decrease of environmental carrying-capacity. The Gili Labak management team started to ignore facility maintenance, thus, it was found that there was in fact much damage, losses, or unfeasible facilities. This information is in line with the statement of the first respondent (visitor) who stated:

No visitor limitation here. Sometimes, there are thousands of visitors as many as the ships carrying them as well in a day. This seems that the managers only focus on their effort in attracting the visitors as many as possible. There should be a limitation in number. Means, there must be a regulation for maximum visitor number every day. The management team should implement a reservation system. For example, no more than 100 visitors per batch which is divided into several groups which covers ten people for each. More than that, the management team can also give the rule that the reservation must be done a month before their visit for weekend. Meanwhile, they must do the reservation a week before their visit for workday. This aimed at maintaining the sustainability of the Gili Labak ecotourism. (11/R1/08/2018).



Table 1 shows that the Gili Labak manager does not consider the culture conservation principles. The interview conducted with the second respondent (the member of management team) implied that there were no written rules and ethical issues which need to be considered by both management team and visitors. However, there were appeals and announcements placed in some areas.

We don't have any written rules in Gili Labak management. But we have been trying to put some announcement boards about ethics which must be considered by the visitors. Mainly, those which are related to the demand to maintain the environment. Some of those announcement boards are from students who did the community service here (I2/R2/08/2018).

There was no written rule. There are only appeals which must be fulfilled by visitors (as one of the partnership results with local universities) and oral guidance for the visitors when they arrived in the ecotourism site. Yet, the rules were not well documented and covered widely enough and various aspects were neglected.

The criteria of "Conducting research and comprehending the cultural and social aspects in local community as the integrated part of a planning process and ecotourism management" has not been conducted yet. This is due to the lack of related knowledge possessed by the management team. According to the respondent, it will be useful for them if there are involved third parties, especially support from the universities which can help them in providing support.

Community Participation Principle

The data of community participation principles is shown in Table 2.

Table 2. Community participation principle

No	Aspect/criteria	Existing condition		
		High	Fair	Low
1	Conducting research and integrated planning in ecotourism development.			√
2	Creating network with the local community in planning process and ecotourism management.		√	
3	Stimulating the initiation and aspiration of local community in developing ecotourism.		√	
4	Giving the freedom to the local community to accept or reject the ecotourism development.			√
5	Informing the right concept and goals of ecotourism development clearly.			√
6	Opening the opportunity to conduct a dialog with the all involved parties (multi-stakeholders) in planning process and ecotourism management.			√
7	Forming partnership with the local community to do a supervision and prevention on the violation toward the regulations.		√	

Based on Table 2, it can be seen that the community participation principle has been started to be noticed in Gili Labak management, even though in a very limited way. The opening of Gili Labak Ecotourism has involved the local community and as many as 30 families. The local communities have participated in welcoming the visitors, cleaning the beach areas, running the stores, providing lodging and toilets, transportation, and marine tourism initiatives. By considering this matter, the third respondent (local community member) stated:

The community here are involved in providing ships to cross the sea, motor for transportation, running a food stall, and renting a house or room for tourist lodging. We are also employed as cleaning services in which our main task is cleaning the beach every morning and evening. Not bad, this improved our family income besides catching fish. But we actually do not know about the policies which are related to the future



ecotourism development. Neither do we ever get any socialization nor we are involved in its planning (13/R3/08/2018).

It can be stated that the management team of Gili Labak has not seriously thought of the principle that community participation should be the strength in the ecotourism management. If this participation is ignored, ecotourism development will be inhibited or even stopped. The improvement in all sectors must be done well so that it gives a positive impact to the local community and in a sustainable way.

Economic Principle

The data on economic principles is shown in Table 3.

Table 3. Economic principle

No.	Aspect/criteria	Existing condition		
		High	Fair	Low
1	Opening the opportunity for the local community to start their ecotourism businesses and to be economic agents for ecotourism activities, either actively or passively.		√	
2	Empowering local people in improving ecotourism businesses to increase the local community prosperity.		√	
3	Improving the local community skills in the fields related to and supporting the ecotourism development.			√
4	Pressing the income leakage to the minimum level.			√
5	Improving the local community income.		√	

Table 3 shows that the Gili Labak management has given opportunities to its local community to be involved as the economic agents of ecotourism activities simultaneously (which were elaborated in Table 2). Therefore, it can be concluded that the community prosperity has started to be elevated significantly. The interview results indicated that some local citizens were preparing materials to build supporting facilities to be used by tourists. Moreover, the number of local citizens who chose to work outside their area (generally, they go to Jakarta, the capital city of Indonesia, and the other big cities) has been decreasing. They started to be aware that a good management to effectively manage the potential existing in their area will assure their economic growth and desired prosperity.

However, this economic aspect must be improved as the local community was found to be weak and lacks skills in the fields related to and supporting ecotourism development. The community need to be supported by several related parties or learn from the good experiences witnessed by the other regions in East Java or Bali; thus, they can optimize their own potentials. If these aspects are seriously considered, the existence of Gili Labak ecotourism will contribute a maximum effect for the local community in a broader sense. The consequences of optimizing the potential use is based on the optimum pressure on income leakage into the minimum levels of society.

This is in accordance to the fourth respondent (tour guide) who stated:

Albeit in the inoptimum level, the economic impact started to be felt by the local community. The community should be given several accompaniments or trainings in the fields related to and supporting the ecotourism development. Gili Labak has sustainable economic potentials just like the other ecotourism sites in Indonesia. But the local community must be given more attention. They cannot be leaved without any accompaniment and empowerment. Do not let the obsession is merely to upsurge the Sumenep District Governmental income. (14/R4/08/2018).



Education Principle

The education principle data are presented in Table 4.

Table 4. Education Principle

No.	Aspect/Criteria	Existing Condition		
		High	Fair	Low
1	Optimizing the uniqueness and local characteristics as the tourism attractions.		✓	
2	Utilizing and optimizing the conservation-based traditional knowledge of nature and culture values contained in local community daily life as the additional value.		✓	
3	Optimizing local community roles as interpreters of ecotourism local products.		✓	
4	Giving high quality and valuable experiences for visitors.	✓		
5	Packaged in communicative and innovative delivering techniques.		✓	

Based on Table 4, the education principle was categorized as low, fair, and high. This means that from the view point of “high quality and valuable experiences”, Gili Labak with its beach and sea can give an exotic experience for the tourists come. The management team which were supported by government, have attempted to 1) Consider the uniqueness and characteristics as the tourism attractions, 2) Utilize the traditional knowledge which based on nature and culture conservations as well as the values contained in their community daily life as the additional values, and 3) Attempted to play the local community role as the local interpreter for the ecotourism product.

The other positive point is that, generally, Gili Labak has, continuously, been promoted in more communicative and innovative ways through the local government and social media. However, the education principles must be developed and optimized simultaneously. The local uniqueness in term of local wisdom (Madurese culture), which may not be possessed by other communities, must also be highlighted. This will attract more and more visitors who want to obtain new and rewarding and valuable experiences (Nicolaidis, 2014).

Tourism Principle

The data of tourism principles are served in Table 5. Ecotourism development must give satisfactory experiences for visitors to ensure the sustainability of any ecotourism business. In addition, ecotourism development must offer a sense of security, a peaceful and satisfying experience as well as giving additional experiences for visitors. This tourism principles' data are presented in Table 5 below:

Table 5. Tourism principle

No.	Aspect/criteria	Existing condition		
		High	Fair	Low
1	Optimizing local uniqueness and characteristic as tourism attractions.		✓	
2	Making Standar Operating Procedure (SOP) for the implementation of field activities.			✓
3	Providing adequate facilities which meet the needs of visitors, local condition, and optimizing the local material content.		✓	
4	Promoting cleanliness and health in all facilities and services.	✓		
5	Providing easy services and right information		✓	
6	Prioritizing hospitality in all services.		✓	

Table 5 shows the tourism principles implementation. This implies that the management team attempted to show the uniqueness and local characteristics as tourism attractions in terms of



the cleanness of white sand beaches and coral reefs (snorkeling). In addition, they also tried to give a positive impression through accentuating the local community hospitality issues. Yet all aspects were still in fairly low categories, thus this is stated as being 'unoptimized'. The management team did not prioritize the cleanliness and health aspects, neither in the provided facilities nor in services rendered. Thus, these aspects need to be improved consistently. In fact, some supporting facilities were still lacking in ways or even absent. This condition was also felt to be the case by the visitors, as the fifth respondent (an expert of one of local university) statement below.

The facilities in Gili Labak are limited. This tourism site does not spoil the visitors, especially those who come in a big group or family. Thus, it is more suitable for backpackers. The management team as well as the local government must be encouraged to ensure that Gili Labak must meet the standard of ecotourism area. (I5/R5/08/2018).

Notwithstanding that the management team providing the easy services and right information as well as prioritizing the hospitality, the Standard Operating Procedure (SOP) to conduct tourism activities are absent. In addition, there are no rules agreed to, so that the activities were run naturally.

Discussion

Gili Labak Ecotourism, which is placed in Sumenep Distric of East Java, has a great potential for the prosperity improvement of the local community, national progress, as well as living according to environmental management sustainably objectives. This requires effective actions in managing the site which fulfills the regulation. According to Lisova et al (2017) and Nicolaidis (2015), this is the proper strategy in attempting to have sustainable development.

In accordance with that issue, culture generally, strongly emphasizes the cultural identity which is desired to be shown as it is naturally (Hilman, 2016; Mchunu, 2018; Ndlovu & Mofokeng, 2018). Thus, it clearly describes the ways of a society's life, socialization, and communication construction within a community (Treephan et al., 2019). Besides the cultural conservation aspect, the development of ecotourism must also consider the basic components surrounding the ecotourism site. The considerations must cover: a) The empowerment of cultural tourism agents, b) The development of tourism activity centres as the development point, c) The development of supporting amenities, d) The integration of the areas in supporting the improvement and maintainance of the environmental carrying-capacity as well as the local socio-cultural, e) The unity of tourism site culture with the spatial planning (Hilman, 2016).

As the real form of the theory, to deal with the needed application, the following steps are required. 1) Forming or continuing the existing social community actions, 2) The community then need to do a mapping of the potential in terms of culture, economic, natural resources, and the other potentials, 3) Constructing the design and mechanism of cultural tourism management which supports the main tourism, 4) Dealing with the village regulations or laws produced or the other terms which regulate the management, and so forth, 5) Conducting cultural tourism activities by conducting documentation publishing, 6). Continuing the activities done with supervision and evaluation toward the cultural tourism implementation which considers the community roles. The community must be encouraged to use the concept of "from the local community, by the local community, for the local community" in running their diverse activities.

Ecotourism development must be able to give advantages to the local community (Acquah et al., 2017; Nicolaidis, 2017; Nicolaidis & Vettori, 2019; Syraji et al., 2017) and become a motor



for the local economic development to ensure the balance development in term of synchronize the environmental conservation and the all party interests (Anup, 2016; Cheung, 2015; Coria & Calfucura, 2012; Kiper, 2013; Mozumder, Uddin, Schneider, Islam, & Shamsuzzaman, 2018; Wang et al., 2012). Ecotourism development must also be able to contribute an optimal sustainable benefit for the local community on an ongoing basis (Cohen & Silva, 2011; Fiorello & Bo, 2012; Priono, 2012b; Safarabi, 2016).

The local-community involvement factor is a prerequisite for the management and development of certain tourism sites (Nicolaidis, 2015). This is a crucial factor as community participation is an assurance driver for tourism development sustainability (Paunović & Jovanović, 2017; Risteska, Kocevskia, & Arnaudov, 2012; Yanes, Zielinski, Cano, & Kim, 2019). The local community is the main key in ecotourism, as the sustainability of ecological systems is dependent on their role (Kiper, 2013; Mequanint & Gebremedhi, 2014; Rinzin, Vermeulen, & Glasbergen, 2007; Yanes et al., 2019). Based on observations, it is known that the society, in limited ways, has began to be involved in ecotourism management of Gili Labak, as tour guides, shopkeepers or sellers, taxibike drivers, parking attendants, toilet servers, snorkeling facility renter, visitor carry checkers, and homestay providers. As the effort in implementing economic principles increase, the management team need to determine a fee for visitors.

Based on the above facts, it can be said that the management team of Gili Labak must start to consider the Payment for Ecosystem Services (PES) aspect. PES needs to be applied as an effort to protect the ecosystem, including mangrove and coastal areas. This is due to the massive use of environmental services. If this utilization is not well managed, it will potentially threaten the environmental sustainability of the tourism site. Basically, the payment of environmental services is the scheme aimed at restoring and protecting the sustainability of environmental goods and services (Arismiyanti, 2017; Milne & Chervier, 2014; Riniwati & Harahab, 2019; Tallis, Kareiva, Marvier, Chang, & Mwinyi, 2008; Townsend et al., 2018).

Conservation efforts in ecotourism development are also expected to give the sustainability of economic advantages without sacrificing nature. By considering the economic values, if flora and fauna together with the physical objects are developed into the tourism object, it will produce a great economic advantage without damaging the ecosystem (Acquah et al., 2017; Dekhili & Achabou, 2015; Meyer, 2009; Nega & Dامتie, 2019; Nicolaidis & Vettori, 2019; Syraji et al., 2017; Treephan et al., 2019). Gili Labak Ecotourism activities which are conducted seriously and in the right way will likely provide jobs as well as business opportunities for the local citizens. Not only does ecotourism offer many benefits for the local community to become a locomotive for the economic development in that area, but it also plays a role as the income resource for the economic development to be sustainable. Besides selling various goods, the local community can also obtain many economic benefits by providing other services like for example, renting a homestay.

The economic ecotourism aspects must contained an education element to change peoples attitudes or behaviors to possess more care, responsibility, and commitment toward the environmental sustainability issues (Fang et al., 2018; Hermawan, 2019; Hlengwa, 2019; Mchunu, 2018; Ndlovu & Mofokeng, 2018; Nheta, Madzunye, & Tshipala, 2017; Van der Merwe, Saayman, & Bothma, 2017). Moreover, ecotourism development must improve and appreciate the natural, historical and cultural values, and give additional values and knowledge for visitors, society, and the involved parties (Priono, 2012b).

To compete with another countries, the management team of Indonesian ecotourism must be able to show the excellence of the ecotourism offered and create a competitive advantage (Nicolaidis, 2015; Anup, 2016; Arismiyanti, 2017). In addition, the government must have



campaigns and promotions about ecotourism simultaneously and systematically (Lisova et al., 2017). One of the efforts that must be done is ensuring a good governance (Nicolaidis, 2017a). This means that all parties must produce effective works in accordance with their function and role which are clearly defined and written in the Standard Operating Procedures (SOP). Furthermore, the existence of an SOP in ecotourism will be a guide for tourists, tour guides, and management teams and allow them to be consistent in keeping the environmental quality, improving the peacefulness of the area and being driven by the standardization of the way in which tourism can be enjoyed. This will also decrease the harms or risks which may possibly occur (Saruman, Razman, Zakaria, & Ern, 2017; Thomas, 2010; Zanamwe, Gandiwa, Muboko, Kupika, & Mukamuri, 2018).

Conclusion

The research results showed that, generally, five principles of community-based ecotourism were not attempted yet to be seriously to be implemented in the management of Gili Labak Ecotourism, Sumenep District. This can be proven with the existing conditions which showed that most of the criteria of ecotourism principles were not yet fulfilled or still in a low promotion of criteria phase.

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