

Analysis of Sustainable Tourism Development in the Ijen UNESCO Global Geopark Area

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DOI: <https://doi.org/10.24922/eot.v12i1.124262>

Article Info

Submitted:
January 5th 2025
Accepted:
March 20th 2025
Published:
March 30th 2025

Abstract

The development of sustainable tourism requires an integrated approach involving collaboration between the government, private sector, local communities, and other stakeholders. This study analyzes the implementation of sustainable tourism principles in the Ijen UNESCO Global Geopark, a conservation area that carries geological, biological, and cultural heritage. Despite being designated as a National Geopark, Ijen still faces structural and policy implementation gaps that hinder its potential to contribute effectively to local welfare and the Sustainable Development Goals (SDGs). The research utilizes a qualitative descriptive approach with data collected through field observations, in-depth interviews with stakeholders in Bondowoso and Banyuwangi, and analysis of relevant documents and policy regulations. Findings reveal that while Ijen Geopark holds significant natural and cultural potential, the management is still largely top-down, lacking local empowerment and participatory planning. The inconsistency in implementing the Regulation of the Minister of Tourism and Creative Economy No. 9 of 2021 on Sustainable Tourism Destinations, and Presidential Regulation No. 9 of 2019 on Geopark Development, highlights a need for contextual planning and stronger alignment with sustainable development frameworks. Additionally, mass tourism trends, limited community involvement, and inadequate entrepreneurship development continue to pose challenges. This study emphasizes the importance of inclusive governance, education, and capacity building to ensure that conservation and development are balanced. Strengthening local participation and aligning tourism policies with SDGs can transform Ijen Geopark into a model of sustainable tourism that empowers communities, preserves heritage, and promotes equitable economic growth.

Keywords: sustainable tourism development; policy analysis; geopark

INTRODUCTION

Background

Sustainable tourism development and management policies require collaboration, involving government, the private sector, local communities, and non-governmental organizations. Sustainable tourism, as a development concept by optimally utilizing existing resources, both environmental and socio-cultural resources of local communities in tourism destinations or tourist attractions with the principle of full responsibility. Traditional values must be built so that they contribute to the distinctive characteristics of a tourism destination or tourist attraction which is used as a potential tourist attraction (UNEP and UNWTO, 2005). Sustainable tourism is a development concept that should be able to provide socio-economic benefits to all stakeholder in tourism, not only equate to quantitative economic growth but can contribute to the quality of life and welfare of local communities (Fletcher et al., 2019).

The Tourism and Creative Economy sectors contribute to the resilience of the Indonesian economy. The foreign exchange value of the sector was US\$ 3.3 – 4.8 billion in 2020, there was a decline after the Covid-19 virus became a pandemic throughout the world, where previously in 2019 tourism as one of the sectors contributing to National GDP amounted to 4.8% with an amount of around US\$13 billion, and will start to increase in 2021 to around 4.2% of total GDP. In 2022, it is hoped that tourism can provide an increase in GDP of up to US\$ 24 billion (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2020). The contribution to Indonesia's tourism workforce absorption in 2019 reached 11.83% of Indonesia's total population (Kementerian Ketenagakerjaan, 2021).

Experiencing a reduction in 2020, a number of workers lost around 409 jobs in the tourism sector due to the Covid-19 pandemic. In 2020, the Ministry of Tourism

and Creative Economy noted that the number of tourism workers had begun to recover by 10 million workers. An increase of around 500 thousand workers in 2021 (Kementerian Ketenagakerjaan, 2021). So more effective control and planning is needed so that tourism in developing countries (Satrya & Muljono, 2022; Cole, 2008), including Indonesian tourism, is one of the research centers for anthropologists regarding the impact of tourism on poverty alleviation. (Mitchell and Mann, 2010).

Tourism is considered a sector that forms the image of an area and is becoming popular, especially in the midst of an era of development. current technology and social media (Thirumaran et al., 2021). Tourist attraction with photo spots instagrammable increasing interest in visits, the direction of development with this concept reduces the effectiveness of sustainable tourism development. Like Ijen Geoparks has become one of the popular tourist destinations with characteristics protected area, referring to the basis of the National Committee Decision Geoparks Indonesia is the one who determined it to be Geoparks National on November 30, 2018.

Utilization and determination of Ijen Geoparks as an earth heritage or earth park concept, it is hoped that it will be beneficial for the sustainable survival of local communities. The management objective is to develop the local community's economy based on the protection (Zouros, 2010) of the three-diversity found in the area, geodiversity, biodiversity, and cultural diversity. Through sustainable development planning which aims to realize heritage preservation, geodiversity, biodiversity, and cultural diversity, by prioritizing the benefit of conservation education efforts and socio-economic empowerment of the community (Kohsaka et al., 2019).

However, there is a gap in the implementation of policy implementation in the Regulation of the Minister of Tourism and Creative Economy of the Head of the Tourism and Creative Economy Agency of the

Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations in development and management Ijen Geoparks. Most of the tourist attractions are not a tourism concept bottom up, technically management is carried out individually top down. Likewise, in Presidential Regulation Number 9 of 2019 concerning the Development of Geoparks, the main aim of utilizing geoheritage sites is to provide welfare for local communities around the site, the implementation of the sustainable concept has not been fully implemented. There is a need for a suitability analysis between the concept of sustainable tourism development and tourism development goals in contributing to the SDGs in accordance with Regulation of the Minister of National Development Planning/Head of the National Development Planning Agency Number 15 of 2020 concerning the National Action Plan for the Development of Indonesian Geoparks for 2021-2025.

The importance of this research is emphasized in tourism development related to the importance of aspects of collaboration, community empowerment in tourism management, nature and culture preservation, as well as contributions to SDGs in the context of sustainable tourism development in Indonesia. So that we can integrate sustainable principles in tourism development policies and overcome gaps in their implementation, which will have implications for tourism and can become a motor for sustainable economic growth and all stakeholder in tourism can feel the benefits.

LITERATURE REVIEW

Geopark

Geographical Park (Geopark) which is hereinafter referred to Geoparks is a single or combined geographic area, which has Geological Heritage Sites (Geosites) and valuable natural landscapes, related to aspects of Geological Heritage

(Geoheritage), Geological Diversity (Geodiversity), Biodiversity (Biodiversity), and Cultural Diversity (UNESCO 2020). Managed for the purposes of conservation, education, and sustainable community economic development, with active involvement from the community and regional government. So that it can be used to foster people's understanding and concern for the earth and its surrounding environment (Peraturan Menteri Perencanaan Pembangunan Nasional atau Kepala Badan Perencanaan Pembangunan Nasional Nomor 15 Tahun 2020 Tentang Rencana Aksi Nasional Pengembangan Taman Bumi Geopark Indonesia Tahun 2021-2025).

Development planning Geoparks must pay attention to several aspects, including inventory, identification, and analysis of the relationship between heritage resources, environmental aspects, socio-cultural tourism, education, research and scientific development and community economic development, in this research, namely Ijen Geopark. Geoparks tourism activities are implemented by integrating sustainable development goals or SDGs (Peraturan Presiden Republik Indonesia Nomor 9 Tahun 2019 Tentang Pengembangan Taman Bumi Geopark).

Tourism Development Policy

Tourism development policy in Presidential Regulation of the Republic of Indonesia Number 9 of 2019 concerning the Development of Geoparks, sustainable development goals (SDG's) with management concepts geopark is expected to contribute to the preservation of geological heritage (geoheritage) geological diversity (geodiversity), biodiversity (biodiversity) and cultural diversity (cultural diversity). At the National Geopark Indonesia Conference which was first held at Bappenas on July 12 2018, five Indonesian Ministers were also present (Coordinating Minister for Maritime Affairs, Minister of National Development Planning/Bappena, Minister of Tourism, Director of the Creative Economy Agency, Head of the Coordinating

Council Investment Agency), Echelon I Officials of the Ministry of Energy and Mineral Resources, Environment - and the Ministry of Forestry and the Ministry of Education and Culture as well as all geopark managers and stakeholder regarding the contribution of Geoparks to achieving sustainable development goals as Indonesia's commitment.

Sustainable development of geoparks has at least 10 goals (out of 17 goals) (Robert, 2005). The 10 Sustainable Development Goals (Sitepu, 2019) are intended to relate to reducing poverty, quality education, gender equality, economic growth and providing decent work, increasing industrial and infrastructure innovation, enabling sustainable urban housing, responsible consumption and production, overcoming climate change, maintaining the sustainability of water and land ecosystems, and partnerships and collaboration between stakeholder (Badan Perencanaan Pembangunan Nasional 2018). In the Regulation of the Minister of National Development Planning or Head of the National Development Agency Number 15 of 2020 concerning the Indonesian National Park (Geopark) Development Plan for 2021-2025, Indonesia is a country with high commitment. Plan and implement in achieving the Sustainable Development Goals (SDGs) or Sustainable Development Goals. Under the coordination of the Ministry of National Development Planning or the National Development Planning Agency (Bappenas) of the Republic of Indonesia (RI).

Sustainable Tourism

Tourism development which is currently a concentration both in the international world and in national tourism development is the concept of sustainable tourism (Arjana, 2015). Beeho & Prentice in Sunarta (2017), tourism development is essentially influenced by external and internal factors. Internal factors are influenced by the function of planning, management, and development of tourist destination

areas. Tourism can be implemented with a system of good governance which involves active and balanced participation between government, private sector, and society. The overall development mechanism that takes place in an area, with a particular area always having an influence on the area it covers, whether in the form of direct effects, indirect effects, or secondary effects (Sunarta & Arida, 2017). In this regard, the recommended policies and directions and implementation programs will rely on an economic, environmentally sound, socially acceptable, and technologically acceptable service arrangement (Miller et al., 2005). Analysis of sustainable tourism principles is used to see the suitability of tourism development Ijen Geoparks.

Sustainable Development Goals

The Sustainable Development Goals or SDGs set by the United Nations (UN) at the 2015 general assembly are the 2030 Agenda Sustainable Development Goals or Sustainable Development Goals (SDGs). SDGs are a series of global goals that aim to overcome various global challenges and improve the quality of life of people around the world, consisting of 17 sustainable development goals. SDG's can be implemented with a good governance system that can support the formation of collaborative concepts between tourism stakeholder, both in tourism planning, development, and monitoring, including minimizing the negative impact of tourism on the environment, social culture of society and the economic sector. So that preventive and/or corrective actions can be taken before tourism experiences stagnation or a decline in quality (Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005).

Sustainable development of geoparks has at least 10 goals (out of 17 goals) (Robert et al., 2005). The 10 Sustainable Development Goals are intended to relate to reducing poverty, quality education, gender equality, economic growth and providing decent work, increasing

industrial and infrastructure innovation, enabling sustainable urban housing, responsible consumption, and production, overcoming climate change, maintaining the sustainability of water and land ecosystems, and partnerships and collaboration between stakeholder (Badan Perencanaan Pembangunan Nasional 2018).

METHOD

The preparation of this article resulted from the analysis of the research process in the Ijen tourism destination Geoparks with a qualitative research approach using qualitative descriptive methods. The research instruments used were involved observation, in-depth interviews conducted by determining the base informants and key informants from the Bondowoso and Banyuwangi regional implementation teams, the Tourism Office and Ijen Geopark Daily Executive, documentation from several literatures and understanding related to development. Geoparks as a sustainable tourism destination, policies related to Ijen development Geoparks as a natural heritage tourism destination.

Data collection is also carried out by analyzing the implementation of development-related policies Geoparks as a tourist attraction. Policy implementation analysis studies are also used in this research regarding how policies are implemented. Policy implementation can simply be interpreted as implementing or administering policies. Policy implementation involves at least three things, namely there are policy objectives, there are activities to achieve these objectives, and there are results from these policy activities. Miles and Huberman data analysis (in Moleong, 2012), activities in qualitative data analysis are carried out interactively and continue continuously until completion. This data analysis ultimately took the form of a descriptive explanation regarding the development of Ijen Geopark as a sustainable tourist attraction.

RESULTS AND DISCUSSION

Ijen Geoparks is located in the province of East Java, which is divided into two regions, Banyuwangi and Bondowoso. The name Ijen comes from the connection between Mount Ijen, the basis for the formation of the geological history of the entire area Geoparks, and the biological and cultural elements that surround it. There are 21 geological sites being developed, ranging from regional to international scales (Ijen Geoparks, 2020). Area Geodiversity Ijen Geoparks consisting of the characteristics of mountainous areas, hills and lowlands to the coast, there are 20 Ijen geosite areas Geoparks. Eight sites are in the Bondowoso area, 11 sites are in Banyuwangi and one geosite area is in the two administrative regions of Banyuwangi and Bondowoso.

Geodiversity is defined as a site that contains important traces of the history of the earth, especially in the form of rocks and sand, which can explain the evolution of the earth (geology), nature, life, and culture from ancient times to the present Ijen Geoparks, 2020. From 20 areas geodiversity some of them are popular tourist attractions that were developed before the establishment of the Ijen area Geoparks such as, Teluk Hijau, Pulau Merah Beach, Parang Ireng Beach or more popularly known as Wedi Ireng Beach, Watu Dodol, Blawan Hot Springs, Wurung Crater, Batu So'on and Ijen Crater. The whole area geodiversity is an area protect area with limited use as a tourist attraction; therefore, the concept of tourism development must be a priority in preserving geosites, respecting the socio-cultural and natural environment by applying sustainability principles (Megerle, 2021). Rights to manage tourist attractions with resources geodiversity Ijen Geoparks is under the Regional Government, the Center for Natural Resources Conservation and the Center for national parks.

Biodiversity is a system of actions that prioritizes the protection of endangered wildlife species and also contributes to the conservation of ecosystems Convention on Biological Diversity (CBD) 1993. Site Geoparks which is scoped as a conservationist for the diversity of flora and fauna, sites biodiversity formed by geological processes that have existed since the existence of Ancient Ijen. Biodiversity which is found in Ijen Geoparks totaling six, two in the Bondowoso area and four in the Banyuwangi area. Management of multiple sites biodiversity under responsibility Center for Biotechnology Research and Forest Plant Breeding (BBPBPTH), Ministry of Environment and Forestry, Center for national parks and Limited Liability Company Perkebunan Nusantara, including use as tourist attraction. Resource utilization of biodiversity as a direct tourist attraction, it also becomes an ecosystem laboratory with an educational and educational concept leisure recreation. Biodiversity Ijen Geoparks including, Coffee Plantation Area, Rainbow Forest, Sadengan Savana, Mangrove, and two Geoforest.

Culture diversity the concept of cultural diversity has received much attention in the scientific literature. Cultural Diversity, which initially only focused on gender and race, later expanded to religion, ethnicity, income, work history, educational background, marital status and other differences that can influence the workplace (Mousa, 2018). Culture diversity as cultural heritage that is closely related to existing biodiversity and geology and has been formed in tangible and intangible forms by human civilization. The existence of cultural heritage is Ijen's potential Geoparks as a tourism destination that has a diversity of tourist attractions, there are four megalithic dolmen burial sites from ancient times with large stones, three heritage sites from the Blambangan kingdom and two artistic symbols in the form of traditional dances.

Sustainable Tourism Analysis

A concept developed to criticize the development of mass tourism which is considered to be the biggest contributor to the negative impacts on resource sustainability (Najdeska. 2012). 9 principles of sustainable tourism which are the main ones in the development of Ijen Geoparks:

1. The nature-based tourism product category, development of tourism products with nature-based characteristics on site Geodiversity Ijen Geopark in the form of Plalangan lava flows, green bay, kendeng lembu sediments, parang ireng beach fossils (wedi ireng beach), Pancur beach volcanic rocks, linder kulon waterfall, grajagan beach, Ijen megasari caldera walls, so'on rock, gentongan waterfall, Ijen crater, Blawan lava, Wurung crater, Sembulungan neogene limestone, Blambangan peninsula gapur stone, Pulau Merah beach, the bitter acid flow., the main focus of Ijen Geopark's natural tourism products is related to the quality of resources, creating the atmosphere that should be without changing the existing natural construction. But on some sites geodiversity has experienced a combination of the use of natural and man-made resources such as the Blawan hot spring complex, palace cave and Watu D odol. Other natural tourism products related to wealth biodiversity Tourist attractions located in special ecosystem protection areas have the characteristics of rainforests in National Park and Nature Tourism Park areas, namely Pelangi Forest, Sadengan Savana, Mangrove, Geoforest Sukamade and Geoforest Erek - Erek so that in principle tourism products require zoning or blocks for the use of tourism activities in order to maintain the sustainability and sustainability of ecosystems within NPs and TWAs. There is also a natural tourist attraction with a combination of human creations which is also included in the Ijen Geopark

biodiversity area, namely Coffee Plantations with a development concept in the form of tourism activities which are packaged in coffee processing activities, from picking to ready-to-consume materials.

2. Meaning a travel experience that not only provides pleasure but also provides new learning in tourism activities at Ijen Geopark but empirically creates mutual interactions. between hosts and guests, the interactions created often do not match expectations. "The quality of human resources they have is still not aware of tourism, the main interest is how tourism can immediately provide economic improvement. Basic knowledge of human resources around tourist attractions related to tourism development potential requires regular assistance, not just training so that the value of hospitality and the achievement of interaction between host and guest can provide experience for both parties." (Interview results from the Ijen daily implementing team Geoparks. 2022). To develop sustainable tourism in the Ijen Geopark, special assistance is needed in increasing tourism awareness in the community, so that both hosts and guests can gain cross-cultural learning experiences. There are only three locations in the Ijen Geopark that provide educational tourism experiences, including Batu So'on and Ijen Crater. Information boards and explanations of geosite heritage are available at tourist attractions, and barcodes on each board make it easier for tourists to access information related to the tourist attraction they are visiting. The development of a megalithic site as an educational tourist attraction does not meet the criteria for educational tourism because there is no supporting information regarding the general description of the site. The development and management of education at biodiversity tourist attractions depends on local guides provided by the managers of each tourist attraction. In cultural diversity sites, most of the tourist attractions are cultural heritage sites, and two of them are places of worship for Hindus. However, there is no detailed explanation regarding the meaning and history of the emergence of this cultural art, especially when tourists watch master lion performances and coffee picking dances.
3. The next sustainability criterion type of accommodation with the criteria and characteristics of eco-lodge or eco label, the final goal is not only profitable (profitable) but also environmentally sustainable, Ecolodge patrons' perception. In its application, accommodation is built in the area Ijen Geoparks good on-site geodiversity, biodiversity, and Culture diversity in accordance with eco lodge provisions, however accommodation availability is not in all areas Ijen Geoparks. An accommodation concept that is often found around the area Ijen Geoparks form Homestay with local community ownership in both the Banyuwangi and Bondowoso areas. From a total of 35 tourist attractions Ijen Geoparks around 37% of them have accommodation facilities. Accommodation criteria eco-lodge What is fulfilled is limited to local community ownership of accommodation, location of accommodation in rural areas with a number of available rooms that match the capacity of local community homes, as well as several accommodation facilities that meet tourism business certification standards.
4. Transportation development is currently good in the region Ijen Geoparks and National are still limited to conventional types of transportation, the availability of transportation networks cannot yet be developed optimally. The mode of transportation used to reach regional tourist

attractions Ijen Geoparks is not yet available except for private modes of transportation, so the capacity and number of vehicles contributing to exhaust emissions and noise cannot be minimized. Even though the goal of developing sustainable tourism is to minimize waste gas emissions.

5. The Importance of the Principle of Suitability in Tourism Development in Conservation Areas. The development of tourist attractions, especially in conservation areas such as national parks, Nature Tourism Parks and Nature Conservation Areas, must pay attention to the principle of suitability to the characteristics of the region and its conditions. This is regulated in the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.76/Menlhk-Setjen/2015 concerning Criteria for National Park Management Zones and Management Blocks for Nature Reserves, Wildlife Reserves, Grand Forest Parks and Nature Tourism Parks. This conservation area is divided into several zones, including the core zone, jungle zone and utilization zone, each with a function determined based on natural potential and regional conditions. Utilization of jungle zones must be limited to research and control activities, while utilization zones are intended for nature tourism purposes. However, violations of these limits often occur, such as the use of transportation that is not environmentally friendly and noise that disturbs animal habitats. Utilization of jungle zones should only be limited to activities that support nature conservation. Apart from that, tourism development in utilization zones must pay attention to the resilience of the area as a conservation site. Large-scale and permanent development can threaten the sustainability of the area, especially the buffer zone between the conservation area and areas outside it. Efforts

have been made to limit the number of visits and support tourism infrastructure, but development is still considered important to meet tourist needs. Likewise, at the Ijen Crater and the Kali Pait Acid Stream which are in the Nature Conservation Area, there are restrictions on activities and utilization in various regional blocks, including protection blocks and utilization blocks. However, development in utilization blocks must also pay attention to conservation principles. Currently, there are no clear provisions regarding Culture diversity sites, so special attention is needed in regulating the boundaries of conservation areas and their use as tourism activities.

6. In developing tourism in conservation areas, the principles of suitability and environmental preservation must be a priority, by avoiding overcapacity and paying attention to the resilience of the area as a conservation site. Development that is more sensitive to environmental cultural heritage and national and religious identity. Implies a situation of coexistence of individuals belonging to various groups, identities within the same organization where all groups must be involved at all levels of the organization, there are no restrictions on the types of tribes that can be involved. Existence Ijen Geoparks which is a socio-cultural area with characteristics of three tribes and various types of religions and beliefs adhered to. The combination of the Osing, Madurese and Javanese tribes, a diversity of cultural symbols, has the potential to develop tourist attractions. However, individual identity is strengthened by a sense of belonging to a particular group, as it increases individual self-esteem and leads to higher levels of trust and positive attitudes towards group members. Compared with non-members, this means that there is still less equal distribution of benefits for all levels of society.

Cultural degradation can still be minimized, with the awareness of the younger generation taking part in preserving local wisdom, and becoming a trend among young people when they can contribute to local cultural arts events.

7. Synergistic alignment, guiding services are oriented towards safety and comfort and professional guiding certification. So that the expected service standards and suitability of information related to the sites visited can be conveyed properly and correctly, and can improve the quality of local human resources to become more aware of tourism.
8. Development Ijen Geoparks community as implementers in the tourism sector. The interconnectedness of the locations, most of which are in the national parks and nature tourism park areas, means that the management and planning of tourism development falls within the realm of the government as policy and regulation maker. Draft Top down in tourism management is still the main benchmark in tourism management in Indonesia Ijen Geoparks. The quality of resources is still limited and the level of education is the main factor that local communities have not been able to participate in the regional planning process. Local communities in the Banyuwangi and Bondowoso areas are limited to providing transportation services, guiding at certain sites with the requirement to have guide certification, owner's homestay, workers in food and beverage services and resort on a star scale.
9. Appropriate anticipation and monitoring of the change process that occurs as a result of tourism activities. Implementation Controlling consistently in tourist attraction with protect area which have been regulated in the implementation of legal policies, such as national parks and nature tourism park

criteria and monitoring times are carried out periodically with implementation provisions that have been stipulated in the regulations of the Minister of KSDA. However, the opportunity for violations can still occur, when the development target relies on the quantity of availability of tourism supporting infrastructure and the target number of visits. Such as the procurement and development of unsustainable tourism support facilities at Megalithic, nature tourism park and national parks sites. Anticipation and monitoring are also the main factors in minimizing the negative impact of the tourism sector, especially on sites Ijen Geoparks which still does not have policy regulations regarding the direction of tourism development and development.

The gap between development policies and empirical conditions requires control so that tourism sustainability in the future with resource integrity can still be enjoyed. Challenges in developing tourism in the Ijen Geopark conservation area affect sustainability and benefits for local communities, including weakening of local commodities, lack of expertise in tourism work, revenue leakage, tourist concentration and seasonality, economic growth orientation, and lack of control over key elements of tourism in the destination. In addition, interactions between tourists and local communities are still superficial, and there are striking economic, social, and cultural gaps between tourists and local communities.

Even though the authenticity of local wisdom is still maintained and there is minimal external interference, appropriate action is needed to overcome this challenge. Education and training are needed to improve the skills of the local workforce, as well as efforts to ensure more equitable and sustainable economic benefits for local communities. In addition, sustainable tourism management needs to involve local

communities and ensure that the interests of nature conservation are also the main focus. This can help maintain the sustainability of the natural and cultural environment, while providing more equitable and sustainable benefits for all parties involved in the tourism industry in conservation areas. So that aspects of mass tourism development can be minimized, but in the development of Ijen Geopark there are still mass tourism criteria even though the tourism development phase is still in the exploration stage.

There is a need for tourism planning by taking into account aspects of the existence of local communities and the cultural resources they have. Even though there is sustainability in several aspects, such as control by stakeholder and interaction between tourists and local communities, there are still a number of problems that must be overcome, such as local culture which has undergone modifications to suit the tourist visiting season, which can threaten the original aspects of local characteristics. Increasing the skills of workers in the tourism sector, especially considering the inability of local human resources to compete with workers from outside. Income from large-scale tourism has not yet been fully achieved, this occurs due to the low motivation to visit and purchasing power of tourists. Apart from that, the number of tourists is concentrated and seasonal, which has implications for the average income of tourism businesses.

Mass tourism is predominantly seen in providers of transportation, accommodation and attractions that are oriented towards economic growth, which is not yet fully reflected in a number of tourist attractions. Another dominant characteristic is the aspect of interaction between tourists and local communities that has not been created due to the limited length of stay of tourists. To minimize the implications of mass tourism, action is needed aimed at

improving the quality of local human resources, developing the potential of under-developed tourist attractions, and creating a more sustainable and inclusive tourism model that pays attention to cultural and environmental sustainability as well as more equitable economic benefits for local communities.

Implementation of Geopark Development Policy as a Tourist Attraction

Implementation of the Geopark development policy as a tourist attraction involves several strategic stages. In the implementation aspect there are three things that are inherent, namely related to policy objectives, there are activities to achieve these objectives, and there are results from the activities. Sustainable tourism development policy in the region geopark in the Presidential Regulation of the Republic of Indonesia Number 9 of 2019 concerning the Development of Geopark Earth Parks, if seen from the objective aspect in Chapter II, the purpose of Geopark development is to carry out governance of GEOPARK Development in order to realize the preservation of Geological Heritage (Geoheritage), Biodiversity and Cultural Diversity. (Cultural Diversity) which is carried out jointly between the Central Government, Regional Government and Stakeholder through 3 (three) pillars including Conservation, Education and Sustainable Community Economic Development efforts.

In implementing development, not all aspects are fulfilled in achieving development goals geopark sustainable, analysis of aspects of sustainable tourism and mass tourism in the previous explanation of development criteria mass tourism more dominant than conservation, education and community economic development efforts. As in table 1 implementation of development policies geopark in accordance with presidential regulation number 9 of 2019.

Table 1. Analysis Implementation of Republic of Indonesia Regulation Number 9 of 2019 concerning the Development of Earth Geoparks

Implementation Goals	Empirical State of Development	Conformity with Policy Objectives
Conservation in shrimp law number 5 of 1990 is defined as biological natural resources, namely the management of biological natural resources whose use is carried out wisely to ensure the continuity of their supply while maintaining and improving the quality, diversity and value. Article 5 explains that conservation of biological natural resources and their ecosystems is carried out through activities: - Protection of life support systems; - Preserving the diversity of plant and animal species and their ecosystems; - Sustainable use of natural biological resources and their ecosystems.	In the principles of sustainable tourism development in point 5, it is related to the suitability between tourism development activities and the scale of conditions and character of the region, still does not reflect the implementation of conservation on natural resources that are tourist attractions. Suitability between tourism development activities and the scale of conditions and character of the region Biodiversity which is part of the national parks and nature tourism park so that the utilization and development provisions become one part of the site Geodiversity. Limited use is often still the main factor in changing land functions in the jungle zone. Sustainability of land function is not a priority when visitation and income targets have been determined. Likewise with development on the site Culture diversity Until now there are still no provisions and regulations regarding the boundaries of conservation areas and use for tourism activities	It is not yet fully compliant, there is a gap in the alignment between the goals of developing sustainable tourism in geopark areas with the characteristics of conservation areas. Protection of life support, especially at the boundary between the protection and utilization zones, so that neither local community activities in the buffer zone nor other tourism support activities should be in that area.
education in geopark development is expected to apply characteristics related to educational development programs, research and scientific development. Based on the UNESCO Global Geopark standards issued by, activities in the education pillar include: - Research, Information, and Education - Environmental Education Program - Educational Materials - Book and Journal Publications	The development principle in point two is currently limited to travel experiences with an educational concept but little interaction is created between tourists as guests and society as hosts. Tourist attractions that provide sources of information related to understanding geodiversity sites, biodiversity and cultural diversity, only a few have provided educational platforms, both for tourists and other study groups. Mentoring and training for stakeholder tourism is still limited to certain times and does not continue. The zone system is used for research, science, education, supporting cultivation, tourism and recreation purposes only at tourist attractions that are included in	Not yet fully compliant, there are gaps in adjustment of the eight pillars of education according to UNESCO standards, four of them do not yet have sustainable programs, for the other four pillars they have already been implemented, but consistency in implementation and collaboration in creating an atmosphere of educational tourism is only a form of branding marketing, without analyzing the target market to create quality tourism.

Implementation Goals		Empirical State of Development	Conformity with Policy Objectives
5.	Geological Visits for School Groups.	conservation areas under the Ministry of the Environment. The driving experience is oriented towards safety, comfort and professional guiding certification.	
6.	Educational Assistance in the form of Experts, Mentoring, Training		
7.	Information for Study Groups in the form of letters, brochures and newspapers		
8.	Internet for school programs		
Sustainable Community Economic Development in the Regulation of the Minister of Tourism and Creative Economy Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations		The availability of accommodation and food services with large capital occurs in the NP and nature tourism park buffer areas so that the purchasing power value of the resource increases, thereby reducing the opportunity for local communities to become capital owners in the tourism industry. Differences in currency exchange rates and the determination of wages are one of the influences on differences in purchasing power. Profit and capitalist values are still not documented in detail, the lack of local participation in development and contribution to business and the creative economy is not optimal. The hope of getting high profits in tourism in a short time hinders the sustainability of equitable economic income.	The lack of regional mapping related to the development of entrepreneurship and the creative economy, as well as the lack of training as an innovative entrepreneur, is a factor in the insignificant direct economic impact of tourism on the community, even though in the multiplier effect concept tourism on the local economy is an alternative for regional development with renewable resources.

Source: Secondary Data processed (2023)

Aspects of policy implementation in table 1 are under development geopark as a tourism destination there are aspects that do not support the implementation of sustainable development, due to various factors other than Ijen Geopark which is still a new tourist attraction, awareness of human resources as resource owners is still not aware of tourism. There is a need to map areas for entrepreneurship and creative economy development, as well as innovative entrepreneurship training so that the

role of local communities can be increased. Sustainable tourism development must also consider the relationship between tourism and the environment, as well as the compatibility between the needs of tourists, places, and local residents.

So that sustainable tourism development must be based on the principles of sustainable development, which include conservation of natural resources, absence of pollution and other environmental impacts, as well as improving the quality of

life of current and future generations. In other regulations related to development geopark as a sustainable tourism resource, contained in the Regulation of the Minister of National Development Planning, Head of the National Development Agency Number 15 of 2020 concerning the Indonesian National Park (Geopark) Development Plan for 2021-2025, Indonesia is a country with high commitment. Plan and implement in achieving the Sustainable Development Goals (SDGs) or Sustainable Development Goals (TBP). Under the coordination of the Ministry of National Development Planning or the National Development Planning Agency of the Republic of Indonesia.

Sustainability development as a guideline for sustainable tourism development, will have an impact if the implementation is appropriate, so that the SDG's goals in 2030 can also be achieved in developing the Indonesian tourism industry, especially in developing tourism with conservation areas and heritage sites.

CONCLUSION

The development of tourism in the Ijen Geopark conservation area still faces various structural and substantial challenges that affect sustainability and the equitable distribution of benefits for local communities. The mismatch between development policies and empirical conditions in the field indicates the need for more effective governance to maintain the integrity of natural and cultural resources. The dominance of mass tourism characteristics such as tourist concentration, fluctuating visitation seasons, and superficial interactions between tourists and local communities, continues to hinder the realization of high-quality, sustainable tourism.

Moreover, socio-economic disparities, the low competency of the local workforce, weak creative economy development, and the suboptimal implementation of UNESCO's educational pillars further emphasize the need for more inclusive and

context-based planning. Efforts to address these challenges require strengthening the capacity of local human resources, providing entrepreneurship training, enhancing community participation in decision-making, and preserving authentic local values. By prioritizing stakeholder collaboration and balancing conservation with sustainable use, tourism in the Ijen Geopark can be directed toward a fairer, more sustainable model that genuinely empowers local communities.

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