
COLLABORATION GOVERNANCE ON ECOTOURISM BELITUNG UNESCO GLOBAL GEOPARK

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ABSTRACT

This study aims to analyze the governance of collaboration of the Belitung Ecotourism UNESCO Global Geopark. Attention is given to the study of collaboration governance considered one of the key issues of success in the context of Belitung tourism development as part of the UNESCO Global Geopark network. The contribution and role of each actor whether from the government, private sector, community, or community has made a positive contribution to building sustainable and environmentally sound tourism quality. This research uses a sequential mixed methods research exploratory approach, in this research data is obtained through in-depth interviews, document reviews, and surveys so that the triangulation process can be carried out more completely. Research informants consisted of elements of government, the private sector, associations, society, and communities. A total of 13 informants were interviewed and 31 people responded to the survey. The results show that trust, values, and social networks have become the glue and bind each actor so that they function as a basic element to form a good collaboration.

INTRODUCTION

Indonesia as a destination has been considered by the tourism market as an attractive destination. Economic growth, political stability, and security are getting better, attracting many local and foreign investors interested in investing in Indonesia either as organizers or as participants. The tourism sector has played a key role as a country's development engine, this sector has many roles and advantages in supporting development, namely large capital and investment value, the ability to absorb a large workforce, and the ability to create value-added creation. The Indonesian tourism sector has a very strategic role to grow the economic activities of the community and encourage the growth of other industries such as the household industry, small and medium industries, and other industrial groups and involves all human economic activities in producing goods or services. Through this framework, tourism destinations in the region can be linked and combined to include all products, services, and experiences offered. These components can help see the regional impact of tourism and manage supply and demand to maximize benefits for all actors (Riyanto et al., 2019).

Belitung Island is an island located at 107°31.5' - 108°18' East Longitude and 2°31.5'-3°6.5' South Latitude. In the local language called Belitong, it is one of two large islands in the

Province of Bangka Belitung Islands with an overall area of 4,800 km² or 480,010 ha. Belitung Island consists of two regencies, namely Belitung Regency with its capital Tanjung Pandan, and East Belitung Regency with its capital Manggar. The main source of income for this region is derived from the primary sector, especially tin mining products. Even from tin mining, the province of Bangka Belitung islands can contribute around 30% of the world's tin needs, and of course, this provides a large income for foreign exchange and contributes a not small amount to the revenue sector or Gross Regional Domestic Revenue (GRDP) as shown in table 1 below.

Table 1
Export Structure by Sector

Description	Tin	Animal/vegetable Fats & Oils	Coffee, Tea & Spices	Fish & Shrimp
Export Value January - April 2022	983.83 million US\$	97.78 Million US\$	10,84 Million US\$	9,03 Million US\$
M-to-M Change	33,23%	150,28%	10,96%	-18,00%
Y-on-Y Change	97,52%	118,65%	150,76%	11,10%

Source: BPS Bangka Belitung Year 2022

Based on Table 1, shows that until today the general mining sector, especially tin, is included in the primary sector group and is still the mainstay of the Bangka Belitung Islands Provincial Government. Meanwhile, the tourism sector is included in the tertiary sector group and only contributes 28.03% to GRDP (BPS Bangka Belitung Islands Province).

Tourism in Belitung has long been predicted to be the mainstay sector after tin mining. The moratorium policy on tin mining issued some time ago, further solidified the steps of the local government to develop the tourism sector as a leading sector that can play a major role in the economic progress of the community. The existence of the Belitung Geopark as part of the UNESCO Global Geopark further emphasizes Belitung as an international tourist destination expected to boost the welfare of the community through tourist destination visits based on the concept of protection, education, and sustainable development. According to Morgan, destinations have now emerged as leading brands in the travel industry (Morgan et al., 2011). The concept of ecotourism is an important essence that can be relied upon as an integral part of developing tourism potential. This concept has recently become a trend along with the placement of tourism and the environment as a unity of interrelated and futuristic activities (Ibrahim et al., 2019).

The research seeks to explore how to develop a Geopark Ecotourism collaboration governance design as an effort to develop Belitung as part of the tourism industry in Indonesia can achieve a competitive advantage in the global market and regional tourism management that can increase the acquisition of national foreign exchange earners and increase local revenue (PAD). It is hoped that the existence of this tourism potential will be able to create and encourage Geocities-based development that provides economic benefits and creates prosperity for the community. The economic benefits that are born and felt by the community must also be accompanied by awareness to maintain the survival of existing tourist objects, thus the balance of economic activities and environmental conservation must be a joint

commitment of every local economic actor so that the Belitung Geopark tourism management survives in the context of tourism object conservation and remains an international tourist destination choice.

(Silberberg, 1995) points out that collaboration with other forms of tourism can attract a wide audience because it offers a variety of experiences that will ultimately increase the perceived value for their time and money. Collaboration is not only seen in an attempt to expand the market geographically but is utilized to develop potential markets in terms of segments. Collaboration can also contribute to bringing the potential of natural and cultural heritage tourism as well as other forms of tourism to help build synergies with other tourism. In addition, collaboration among existing stakeholders is expected to increase opportunities for mutually beneficial communication and implementation (Silberberg, 1995). With the existence of facilities and resources owned and the advantages of ecotourism resources, it can be created and connected into a form of tourism that can stimulate the interest of tourists to experience different activities in certain destinations. Creativity is the core of creative tourism (Tan et al., 2013). The relationship between tourism and creativity shows that the roles of both can be associated with the scope of developing tourism products and tourism experiences (Richards, 2011). Ecotourism can help destinations rethink and remodel cultural and other tourism in innovative ways and enhance their creative potential in general (Richards, 2011).

Attention is given to the study of the governance of geopark ecotourism collaboration as one of the key issues of collaborative governance in the context of a network that involves the role of each actor or stakeholder involved. Researchers see the need to conduct research that examines how the role of each stakeholder in the process of creating collaborative governance of geopark ecotourism and as an effort to build innovative tourism quality. In particular, attention is given along with the institutional and theoretical basis for the development of geopark ecotourism collaboration governance design is relatively new and demands deeper and comprehensive disclosure. then the research objectives are explained To analyze collaboration governance in the development of Belitung Geopark Ecotourism and analyze the ideal collaboration governance design in the development of Belitung Geopark Ecotourism.

METHOD RESEARCH

This research will use a mixed-method research approach. It is expected that the purpose of the approach using a mixed research approach will be to provide a better understanding of research problems and phenomena that are more complex than using the approach itself (Mariani, 2016). Another reason in favour of this approach is that this method can provide validation of research findings, thus describing more complete and comprehensive results (Figure 1).

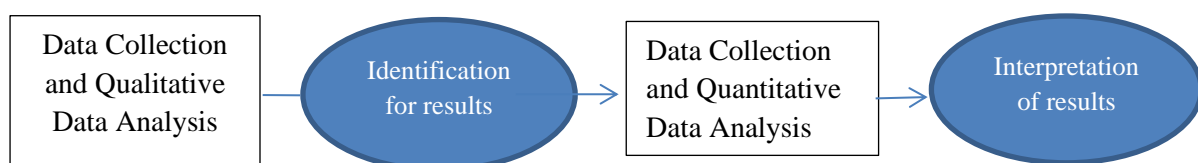


Figure 1
Exploratory Sequential Mixed Method Research Design

Source: Creswell, 2018

The mixed methods approach used in this research is an exploratory sequential mixed method, which is based on (Creswell & Creswell, 2018) mixed method is a strategy for researchers to combine data found from one method with other methods. The author uses a mixed method with the hope that in addition to complementing the shortcomings, answers to the subject matter will also be obtained more comprehensively than utilizing one method alone. As explained earlier, in this study data was obtained through in-depth interviews, document reviews, and surveys so that the triangulation process could be carried out more fully.

RESULTS AND DISCUSSION

The collaborative practice developed by Ansell & Gash (2008) describes a collaborative governance framework that connects between five (5) interrelated dimensions. The five important dimensions that are prerequisites for collaborative governance include starting conditions, collaborative process, institutional design, facilitative leadership, and outcomes.

This research was conducted by conducting interviews and surveys in Belitung Regency in May and December 2023. A total of 13 informants were interviewed and 31 people responded to the survey. The results showed that trust, values, and social networks have become the glue and bind each actor so that they function as a basic element to form a good collaboration. The researcher also conducted FGDs by presenting several elements of association representatives and tourism actors. Survey data processing was carried out using the SPSS version 29 and MS Excell applications with the average results of the dimensions and indicators of collaborative governance described in Table 2 as follows:

Table 2
Average Dimensions and Indicators of Collaborative Governance in Belitung Regency

Dimension	Indicator	Mean Indicator	Mean Dimension
Initial Condition	Power asymmetry	3,15	2,90
	History of Cooperation/Conflict	2,65	
Collaboration Process	Building Dialogue	3,21	3,09
	Building Trust	3,21	
	Commitment	3,16	
	Shared Understanding	3,05	
	Interim Results	2,84	
Institutional Design	Ground Rules	2,82	3,01
	Broad Participation	3,19	
	Open Government	3,00	
Facilitative Leadership	Reliable Management	2,87	2,84
	Technical Credibility	2,82	
	Decision Integrity	2,81	
Outcomes Dimension	Long-term Outputs	3,10	3,10

Source: processed by researchers in 2023

The results of the quantitative analysis of all indicators of collaborative governance show that the outcomes dimension has the highest mean value with a value of 3.10 compared to other

dimensions. The dimension with the lowest mean indicator is the facilitative leadership dimension with a mean dimension value of 2.84.

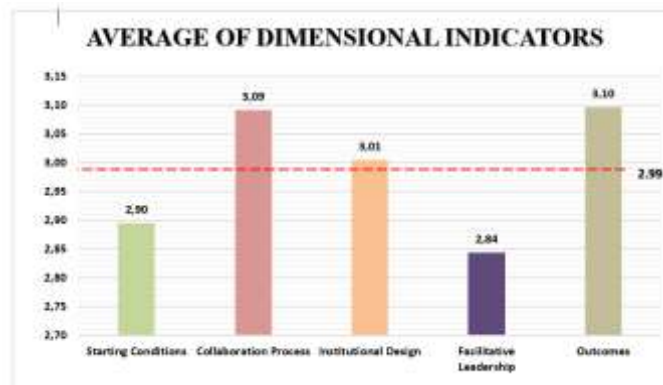


Figure 2
Average of Collaborative Governance Dimensions for Belitung District (n = 31)

Source: Data processed by researchers, 2023

Figure 3 shows that the implementation of collaboration practices based on Ansell and Gash's five (5) dimensional framework has an average value of 2.99. Based on the five (5) dimensions, three (3) dimensions have a value above the average, namely the collaboration process dimension, the institutional design dimension, and the outcomes dimension, while two (2) dimensions have a value below the average, namely the initial conditions dimension and the facilitative leadership dimension. That related to respondents' perceptions of the three dimensions assessed to have values above the average shows that the dimensions of the collaboration process, the dimensions of institutional design, and the outcomes dimension can be said to have gone well. Meanwhile, the other dimensions, namely the initial conditions dimension and the facilitative leadership dimension, were assessed by respondents to have low scores. Although the value of these two dimensions is below the average, the value is close to the average value, which can be interpreted as indicating that the ongoing process is showing a positive direction.

In addition to quantitative data through surveys, researchers also collected and conducted qualitative analysis of primary data obtained through in-depth interviews and FGDs using the NVivo 12 application. The combination of the two types of data is intended to obtain more complete and comprehensive results.



Figure 3
Hierarchical Graph of Collaborative Governance Qualitative analysis results from interview transcripts and FGDs with NVivo 12 application (n statements = 195 statements)

Source: Data Processed by Researchers 2023

Figure 4 shows the hierarchy chart, the coding results found a comparison between dimensions, which explains that informants/source persons quoted the most statements about the collaboration process, totaling 107 statements. While the dimension with the least number of quotes is the initial conditions dimension with 24 statements. This shows that the collaboration process has the highest attention from the informants. Another factor that causes the large number of statements in this dimension can also be influenced by the large number of indicators in the collaborative process dimension compared to the other 4 dimensions.

The results of the word frequency search analysis, namely the number of words that appear the most, are used in this study to see the words most often spoken by informants when answering questions. This search was carried out by ignoring (stop word) for all conjunctions in the sentence. The results of the word search on the coding that has been prepared for words consisting of at least ten letters show that the five highest words are community, tourism, government, communication, and conservation. Referring to the existing word cloud and word frequency shows that the community is the subject and object for which the collaboration is carried out and gets the maximum benefit from the collaboration.

Collaboration is not just about negotiations between stakeholders, but more than that, collaboration is an effort to build trust with each other (Ansell & Gash, 2008). Building trust in a series of collaborative governance processes is an emotional action carried out by behavior between stakeholders with the creation of critical concern for the results that will be achieved. The aspect of building trust with shared understanding is two faces of a coin, where building trust requires a foundation of shared understanding, both of which cannot be separated from the communication and dialog that is built (Muslim, 2021).

The results of the interpretation of the initial conditions dimension and the collaboration process, dimension at the beginning of building dialog and interim results found the fact that if in Belitung Regency in the initial conditions of the collaboration process two things were the main drivers of the collaboration process, namely building dialog and trust, which are strong aspects that influence collaboration. Social capital is not solely seen as a result but rather a process. The collaboration process is based on efforts to strengthen face-to-face dialog and build trust among stakeholders built on cultural values and social networks. So the collaborative work process based on this becomes the energy and strength of the community or society based on its nature and substance, namely the existence of social processes in the form of trust, norms, and networks that cannot be separated from one another. The social processes that have been formed and have been ongoing can be said to reflect the strength of social capital owned by the community or society.

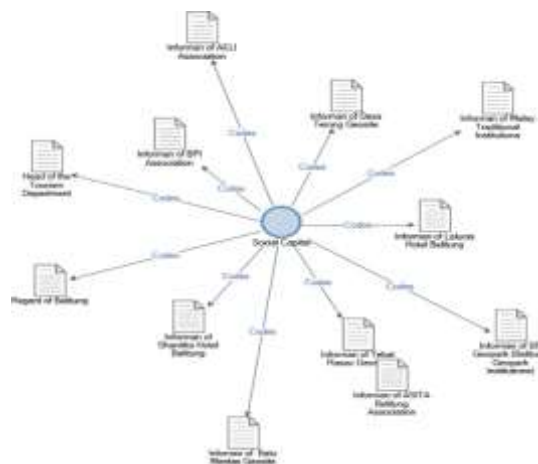


Figure 4

Visualization of Number of Informants Discussing Social Capital

Source: Data Processing by Researcher, NVivo 2023

Figure 6. explains the position of social capital in the Collaborative Governance of Belitung Geopark Ecotourism is very important to highlight considering that the Belitung Geopark Ecotourism development paradigm that has been running so far is more bottom-up than top-down. So far, social capital, which combines elements of values and cooperation networks, has been running and functioning in shaping the social dimensions of Belitung society. Social capital is closely related to the social values of the Belitung community so that social capital has been able to become an adhesive and bind certain people (who usually have certain commonalities, such as similarity of work, similarity of residence, similarity of ethnicity, religion, and so on), as well as bridging between different people, with a norm of reciprocity exchange. As a result, social capital has produced a Belitung community development paradigm that integrates the three dimensions of development: social, economic, and environmental. This is in line with Fathy's opinion that the position of social capital has a positive role and encourages the creation of community participation, accessibility, and freedom, which is also a principle in the sustainable inclusive development paradigm (Fathy, 2019).

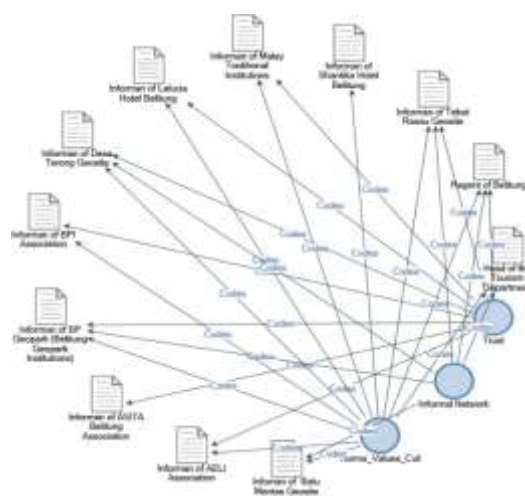


Figure 5

Relationship between Values, Beliefs and Informal Networks with Stakeholders

Source: Data Processing by Researcher, NVivo 2023

CONCLUSION

Based on the above classification, the determination of the development of collaborative governance design is very concern in this study as the urgency for the findings in answering the formulation of the problem, other things also strengthen researchers in finding renewal from research, not only the renewal of the researched field study but renewal of design development to over some of the weaknesses in the grand theory that researchers consider still relevant by he case study of Collaborative Governance.

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