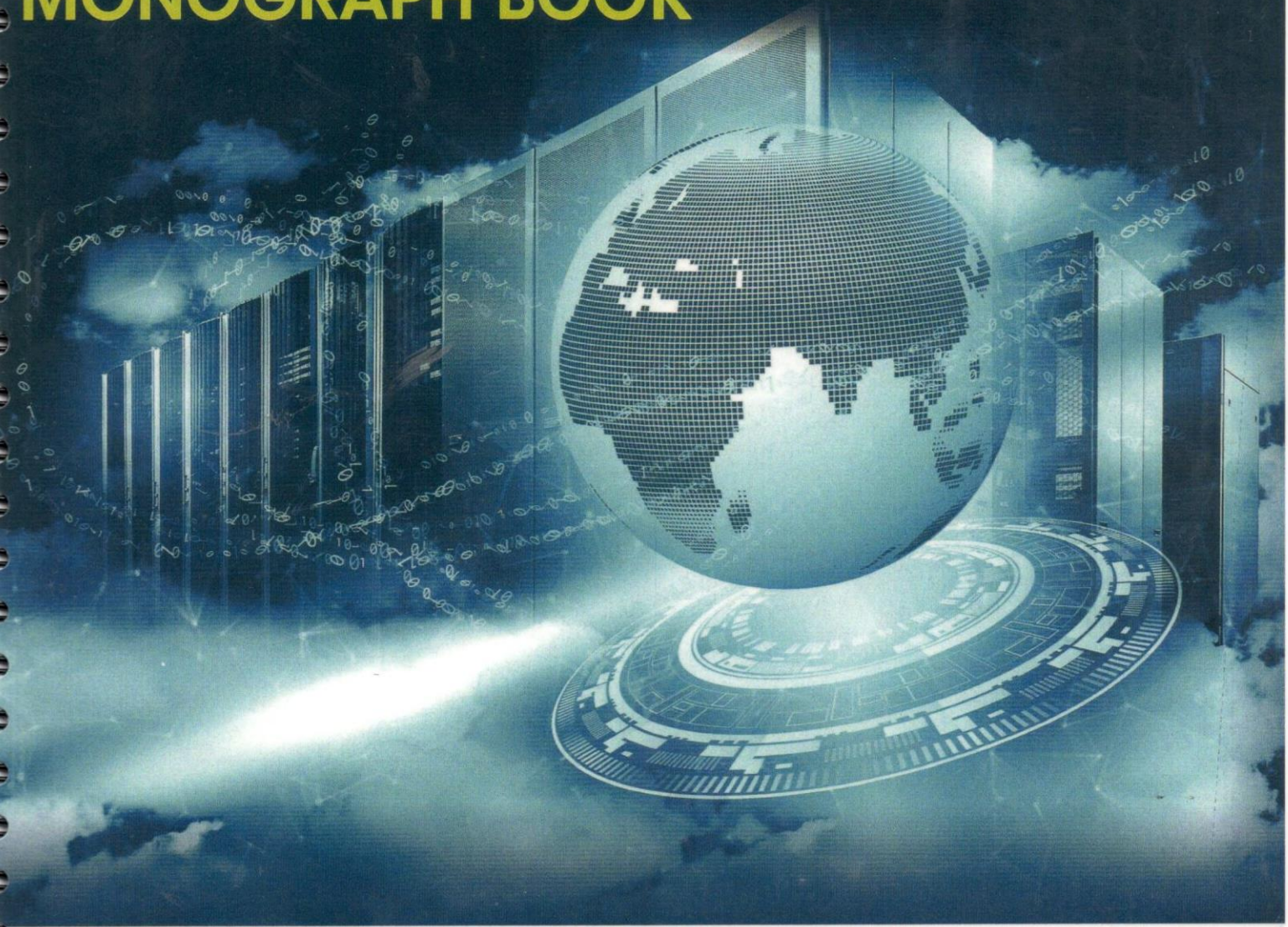




Advancements in Global Business Research Across Emerging Countries

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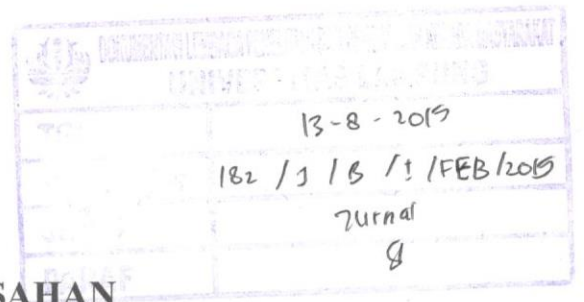
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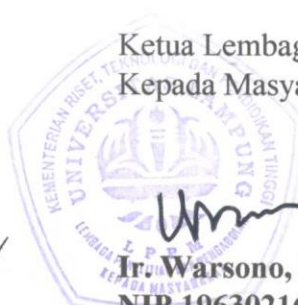
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Preface

AGBA's 2019 "*Monograph Book*" entitled, "Advancements in Global Business Research Across Emerging Countries" consists of 30 BEST scholarly papers selected out of over 300 papers presented at AGBA's 15th World Congress held at AACSB accredited NIDA Business School, National Institute of Development Administration (NIDA), Bangkok, Thailand.

After the fabulous success and overwhelming response from global scholars, we are delighted to bring out AGBA's 3rd monograph book. As AGBA is committed to nurture world-class academic research across emerging countries, this monograph book is an attempt to showcase the kind of research papers that are presented at AGBA's global conferences. Through this monograph book, AGBA intends to inspire global scholars based across emerging countries to foray into uncharted territories of academic research of global prominence and bring forth substantial findings that could be beneficial for business firms (private and public) and policy makers across emerging countries.

In this monograph book, an attempt has been made to highlight the advancements in global business research across emerging countries. This monograph book opens up wide range of dimensions that are important for emerging countries. The research streams covered in this monograph book encompass areas as diverse as Accounting, Economics, Commerce, Operations, Finance, Information System, Management, Marketing, Entrepreneurship, International Business, Hospitality and Tourism Management, to name a few. This monograph book makes an interesting read supported by facts, figures, and analyses of scholarly research of world-class quality, depth, and rigor.

By sponsoring this monograph book, AGBA has truly exhibited its adherence to its mission statement – "Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge."

We are also fortunate that so many peers across the world so generously gave their precious time and invested their intellectual capital to refine their papers on time. We met with these peers in person at AGBA's 15th global conference held in Thailand and subsequently teleconferenced with them. The insights and recommendations of these peers were instrumental in the design and format of this monograph book. We extend our heart-felt gratitude and thanks to all the authors, co-authors and reviewers for making this AGBA's initiative (publication of a global monograph every year) possible.

This monograph book would not have been possible without the tireless efforts of many dedicated professionals at our globally acclaimed publisher (McGraw Hill). We are especially grateful to Mr. Nikhil Wadhwa for his invaluable contribution facilitating the successful completion of this project on time.

We hope readers will discover/rediscover, how stimulating, challenging, fascinating, and sometimes frustrating this world of global business research could be.

Thank you very much.

Sincerely,

Prof. Dr. Zafar U. Ahmed (Editor)

Dr. Sahil Raj (Co-Editor)

Biopic of Editors

PROF. DR. ZAFAR U. AHMED (EDITOR)

Prof. Dr. Zafar U. Ahmed is currently enjoying his sabbatical since January 1, 2019. Prior to embarking on his sabbatical, Zafar served American University of Ras Al Khaimah (United Arab Emirates) as a Professor of Marketing and International Business for two years. He earned his BBA in International Business from the University of the State of New York's Regents College at Albany (USA), an MBA in International Business from the Texas A&M International University (USA), and a Ph.D., in a Business Related Field (with specialization in Branding) from Utah State University (USA) in 1988. He has well over 10-year industry experience earned across Africa as an exporter and global entrepreneur, and 30 years academic experience accumulated at six different American universities (e.g., Texas A&M University at Commerce (Texas); Fort Hays State University (Kansas); Sacred Heart University (Connecticut); Minot State University (North Dakota); and State University of New York at Fredonia (New York)). He has published over 200 scholarly papers in Thomas Reuters (ISI) and Scopus indexed journals. He has a *Google Scholar Citation Index* of over 5,000, an "h-index of 33", and "i-10 index of 73" to his credit. He has organized and presided over 16 global conferences across the world, serves on the editorial boards of more than 10 world-class journals, and serves as the Founder, President and CEO, US based Academy for Global Business Advancement (<http://agba.us/>), Founder and Editor-in-Chief, UK based and Scopus indexed "*Journal for Global Business Advancement*" (<https://inderscience.com/jhome.php?jcode=jgba>), and Founder and Honorary Chief Editor, UK based and Scopus indexed, "*Journal for International Business and Entrepreneurship Development*" (<https://www.inderscience.com/jhome.php?jcode=jibed>). He has been invited to guest edit a special issue of the *Journal of Business Research* with a focus on Africa. He could be reached via his email: zafaruahmed@gmail.com

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Green Tourism Strategy: An Indonesian Perspective in Eco-Tourism

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ABSTRACT

This research aims to find out what strategies could be developed to deal with green tourism development in an Indonesian Ecotourism Destination. The strategies are based on a SWOT analysis by 40 relevant stakeholders using focus group discussion, followed by in-depth interviews of 30 other local tourists and societies, as well as observation in the surrounding environment of the Ecotourism Destination. The SWOT analysis performed resulted in the implementation of an integrated green-tourism strategy aligning with the development of green-tourism policy by the government. The effort to integrate the mixed elements of green-tourism dimensions must be interactive in order to attract green tourists taking responsibility to commit and be empathetic in creating and maintaining green-tourism development. The growth strategy is a priority, by achieving the growth in the number of tourist visits (the frequency of visits and the origin of tourist areas) and by increasing assets that include objects and tourist attractions, infrastructure, and other supporting facilities to induce green-tourism development. Other kinds of strategies are also developed and discussed. The research findings do not yet measure what the integrated strategy of Green-Tourism development is, so future research should be conducted by implementing mixed methods, through the use of qualitative design with an *In-depth Interview* method and an *Analytical Hierarchical Analysis* model, followed by a quantitative research design to explore and obtain valid and reliable measurement of the integrated green-strategy tourism concept.

Keywords: Green Tourism Strategy, Green Tourism Development, Ecotourism Destination

INTRODUCTION

Various international organizations, including the UN, the World Bank, and the World Tourism Organization (WTO), have recognized that tourism is an integral part of human life, especially regarding social and economic activities. Beginning with activities originally enjoyed by only a few wealthy people in the early 20th century, it has now become part of human rights. This is happening not only in developed countries but also in developing countries, including Indonesia, which is also experiencing changes in consumer behavior patterns or consumption patterns of tourism. They are no longer focused on just wanting to relax and enjoy the sun, sea, and sand. The consumption patterns are beginning to change to higher types of tourism now, remaining relaxed but with a growing appetite for enjoying the products or creations of culture, historical relics (heritage), and nature.

Changes in the tourism consumption pattern must be addressed with various tourism development strategies and promotions, either for the government or from a private perspective. From the government side, it is necessary to change the policy based on a scale of priority, to optimize the role of tourism facilitator to anticipate this. On the other hand, some activities must be prepared and implemented by a private party who has more sense of business, because it is in the nature of business-oriented activities with the enactment of Law No. 22 of 1999 of the Indonesian Regional Government. It is also necessary for the portion of local government activities, due to the regional autonomy, with more authority to develop regional tourism. Meanwhile, the central government will be taken into account to promote this national image.

Bhatiah (2006) said that tourism often is described as the movement of people away from home to other places of interest. It is known as one of the largest industries in the world, creating jobs, driving exports, and generating prosperity across the world (World Travel and Tourism Council, 2017). Sinclair (1998) stated that the emergence of tourism is one of the most remarkable changes, with a vital role in global economic activities. Tourism's role in developing countries accelerates income and increases the employment rate. However, more importantly, the tourism industry, producing huge amounts of waste and pollution that could become hazardous to the environment, has often been highlighted (Bohdanowicz, 2005). Pigram (1999) believes that tourism can certainly contribute to environmental degradation and be self-destructive. On the other hand, tourism also has the potential to bring about significant enhancement of the environment.

As one of the sectors that certainly encourages economic growth of a country, the tourism sector has a strategic role related to the availability of commodities supporting tourism, such as transportation, accommodation, entertainment, and services. The availability of supporting factors for the tourism sector may affect both GDP and employment. Indonesia's economic growth target—in 2015 of 4.73%, even in 2017 of 5.07%—set by the government is not achieved, so the Indonesian Government must reverse course to rearrange Indonesia's economic-growth strategy, through developing tourism-destination zones, one of which is Lampung Province.

Moreover, tourists tend to travel no longer in mass tourism, but as a small group with a motive of adventure, visiting tourist destinations that are relatively undisturbed by physical and technological changes in their arrangements, including societies relatively traditional in behavior. This activity is much in demand, especially on ecotourism in marine destinations. Awareness of these phenomena

encourages the government to seek new forms of tourism-development strategy that can address the existing challenges, namely, that the development of tourism strategy for the future must be oriented toward environmental conservation values, community culture diversity, local economic vitality development, and enrichment of the tourist experience, to be sustainable tourism within the WTO definition (Gibson, et al., 2003), known as the green-tourism concept (Dodds and Joppe, 2001),

Utilization of the potential environment as a green-based tourism study with community empowerment is developed on a green-tourism model. Green Tourism's spirit is built from a consistent attitude toward the values of natural resources, society, and community, where visitors or tourists can interact directly to enjoy the beauty of the environment, studying the types of plants within its ecosystem so that tourists can expect a memorable experience. Tourists today are getting smarter and want to take advantage of the funds they spend being balanced with the comfort, beauty, security, and cleanliness of the attractions they visit. "Freedom of choice" means that tourists have the right to have their wishes fulfilled. Amid the tight competition in the tourism industry, with the increasingly limited natural-resources potential, the local government and other stakeholders must be able to create or develop an alternative tourist attraction, in an effort to meet the needs of tourists or to enrich the tourist experience, based on the Green-Tourism Concept.

Green-tourism activities closely related to ecotourism packages will explore the surrounding potential environment, local economic development, and sociocultural diversity. Meanwhile, Gibson, et al. (2003) suggest conducting future research on green-tourism effects in the city, as ecotourism in the city could enhance the quality of life and local economies of urban regions. On the other hand, Sudiarta's research results (2006) show that ecotourism based on a mangrove forest requires the development of local human resources to increase public awareness about the importance of environmental conservation, as part of green-tourism strategy development for sustainable tourism, as a development concept that applies to Green Tourism. Moreover, Thompson, et al. (2018) suggest that implementing the normative dogma guiding how ecotourism as sustainable tourism must be balanced against the diverse understandings, motivations, and capacities of ecotourism entrepreneurs on the ground and the effectiveness of governance systems. The ability of ecotourism governance to achieve sustainable tourism still requires further exploration.

Those research findings motivate researchers to develop green-based models of tourism and formulation of government policy for the development of green tourism models, especially in Lampung Province.

Lampung Province has the potential for ecotourism in the coastal area, located on the south coast, with great potential to serve as a leading tourist destination in Lampung. This is supported by the conditions, including the geographical form of the headland and bay, with moderate wave conditions that tend to be friendly or quiet, so marine tourism activities are very safe, coupled with the white sand. Meanwhile, the potential tourist attraction also features the sloping beach conditions, attractions of dolphins and coral reefs, and others both natural and artificial as additional supports. Today, this region is still a major destination for local and domestic tourists who want to enjoy the beach atmosphere. In addition, this location is the crossing point and resting place for people who want to visit various areas in Sumatra by the land route from the south (Port of Bakauheni Ship, South Lampung).

Lampung Province is very close to Java Island, especially Jakarta and surrounding cities, causing the tourist attractions in Lampung Province to be included in those tourism destinations. Visitors to Lampung Province in the last five years reached 3.3 million for domestic tourists and 75,000 for foreign tourists, with an increase of 10%–15% per year (figures shared at a closed meeting of Assistant II fields economy with Kadis Tourism, February 11, 2015, twojurai.com). In the meeting, participants stated that Lampung Province must support the development of tourism in Lampung, first by the increasing the ability of tourism to locate it and achieving its accessibility to tourists. In order to make arrangements, guidance, and supervision, as well as control the implementation of tourism development strategy in all regions of Lampung Province, the Lampung Provincial Regulation Government has made a local regulation concerning tourism development (No. 6/2011). In point (a), it states "that the natural state and ancient fauna and heritage, the legacy of the history, art, and culture of Lampung is a tourist attraction and a prosperity contribution in tourism development to improve people's welfare".

Furthermore, in the effort to develop local tourism, the local government of Lampung Province has made the Master Plan of Regional Tourism Development of Lampung Province, as stipulated in Regional Regulation of Lampung Province No. 6 of 2012. Chapter 2 Article 2 states that the preparation of RIPPDA is intended as the direction for development of tourism in the Lampung region, with the prosperity of society based on the preservation of the natural and cultural environment, increasing love of the homeland, the development of the populist economy, the improvement of tourism development performance, and increase in local revenue. The Lampung Bay area is located closest to the provincial capital. Its proximity to the central government led to the Lampung Bay area becoming a strategic tourist destination for the development of Lampung. This requires various efforts ranging from measuring or assessing each tourist destination to determining the strategic priority of development. A good development strategy must be developed to deal with tourism quality services, in order to attract the domestic and overseas tourism market share.

Therefore, this research aims to reveal and explore empowerment of natural resources and human resources as a means of supporting the development of a green tourism model, based on ecotourism; and to analyze factors in determining a green tourism strategic model, using SWOT analysis as a tool for developing the green tourism strategy. This is in line with the strategic provisions launched by Kemenparekraf (Indonesian Ministry of Tourism and Creative Economy, 2014), that Indonesia should develop the concept of green tourism. If green tourism can run well, it can create various advantages of this activity, among others, bringing in foreign exchange of the state; providing direct economic benefits to local communities; building constituencies for conservation locally, nationally, and internationally; contributing to the preservation of environmental biodiversity that serves as a natural tourist attraction in a sustainable manner; rewarding of the local culture by tourists; reducing the threat of extinction facing the biodiversity; and raising the name of Indonesia in the eyes of the world as a green country, rich in biodiversity. Another virtue of green tourism is that, if it is well developed, it will change the people's attitudes and habits by reducing illegal logging, rare animal hunting, and illegal mining. Then, it also will promote social and political stability, which will invite investments in the field of promising green tourism.

LITERATURE REVIEW

Ecotourism

The perspective theory used in this research is the ecotourism theory. Wearing and Neil (1999) say that ecotourism related to tourism activities is expected to support environmental conservation, because the goal of ecotourism is to create a tourism industry whose activity can play a role in environmental conservation, exerting low impact on the environment. Consequently, ecotourism has certain significant characteristics: (1) the presence of local tourism management; (2) the existence of a quality travel service; (3) appreciation of local culture; (4) the importance of training; (5) relating to natural resources and culture. By definition, ecotourism is considered as assuming the responsibility for having natural areas that conserve the tourism environment and improve the life and welfare of the local people (Chin, et al., 2000).

Green Tourism

“Green tourism” is a label mostly used in environmental concerns as a natural holiday label for exotic destinations (Wight, 1994). In addition, green tourism can send a sign that tourism activities take place in areas that do not harm the environment (Font and Tribe, 2001). Green tourism is an important component of sustainable tourism, defined as a journey to a destination where the main attractions are flora, fauna, and cultural heritage (NCC, 1996a, and b; Graci and Dodds, 2008, Furqan, et al., 2010). In other words, the practice of green tourism means the sustainability of the environment, the culture, and the community in the tourist sites visited. As stated in Azam and Sarker (2011), green tourism in the form of ecotourism development concept, used in the practice of sustainable tourism that secures the future needs of sufficient environmental, economic, social and cultural resources.

Green tourism encourages tourism sustainability through a selective process in the continuous development of new marketing programs to attract environmentally conscious tourists. It shows respect for the natural component and cares for environmental sustainability and local cultural sensitivity that is considered the best model for saving resources to meet a variety of needs both now and for future generations.

Green tourism consists of tourist villages, agro-tourism, guest house green practices, and green hotels. Nature tourism is the ideal model for sustainable tourism in creating a new economic order (Fennell and Dowling, 2003). As a form of alternative tourism, green tourism focuses on capacity considerations, education, conservation of environmental resources and regional development, and typical local activities. A destination is worth mentioning as green tourism if it has four main dimensions, namely, the nature base, conservation support, sustainability, and environmental education (Weaver, 2012). Therefore, green tourism is a form of tourism that has the best view of fostering the learning experience and appreciation on an ongoing basis for managing and improving the sustainability of the natural environment, culture, social, and resource destinations, and promoting better life quality for survival in the future.

Moreover, the Tourism and Environment Task Force (TETF) proposed five principles for dealing with the natural and cultural environments to fulfill green tourism expectations (McBoyle, 1996):

1. No commercial tourism operation can diminish the environment or cause it to become a bad environment because of waste delivery by tourists or businesses related to the areas of tourism.
2. The tourism operation reflects the traditional, vernacular style of the country and its cultural traditions, incorporating high design standards;
3. Local staff, produce, skills, and crafts are used;
4. Tourism business should run in a way that sustains the inherent resource;
5. The environmental impact of the tourism activity is monitored by management and corrective action taken if necessary.

Based on the five principles above, McBoyle's (1996) findings adopt a "green image" strategy for tourism purposes to improve recently initiated voluntary environmental-accreditation schemes, so that the tourists have a role as an agent of change for environmental betterment.

Gibson et al. (2003) state that when green tourism is considered sustainable or healthy tourism, then green tourism in the city explores ecological, cultural, and economic sustainability for improving good health of the people and environment.

According to Dodds and Joppe (2001), green tourism has four identifiable components, namely:

1. Environmental responsibility: Preserve and enhance the physical environment to ensure the long-term health of life-supporting ecosystems.
2. Local economic vitality: Supporting local economies, businesses, and communities to ensure economic and sustainable vitality.
3. Cultural diversity: Respect culture and cultural diversity to ensure the well-being of local culture.
4. Experiential richness: Provide enriching experiences that can satisfy through active participation, both personal and meaningful, through involvement with nature, society, places, and culture.

As stated in figure 1 below, as a Green Tourism Model"

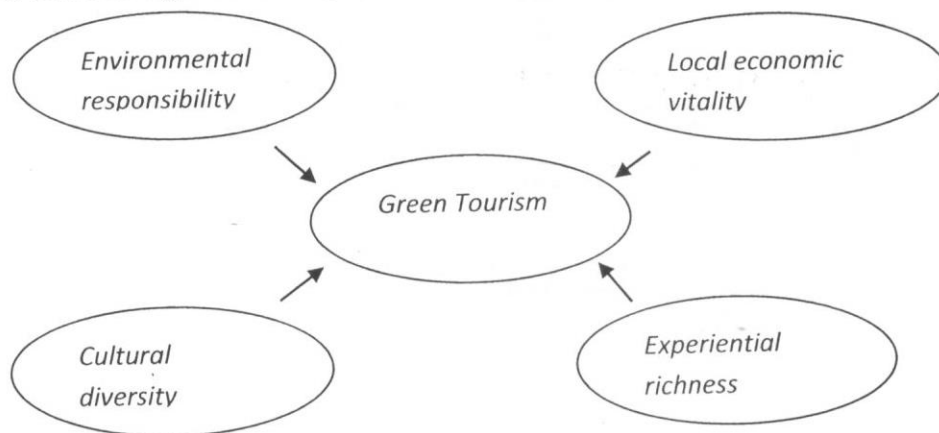
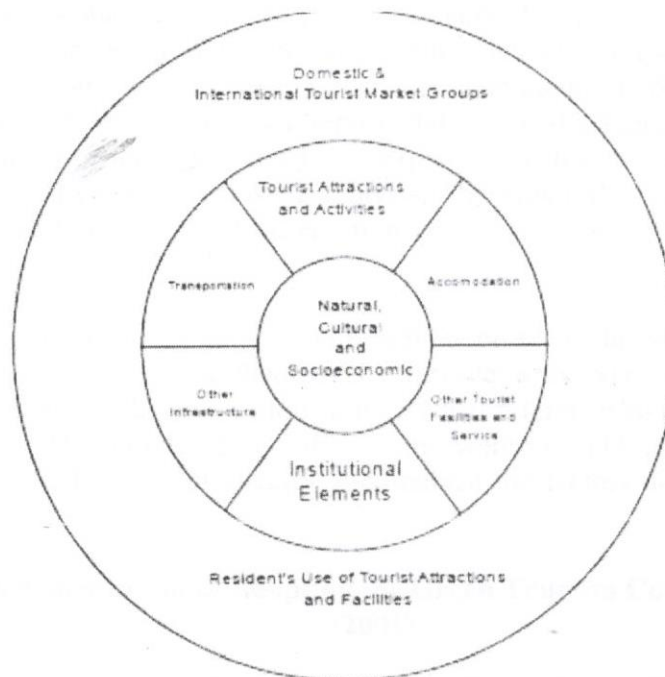


Figure 1. A Green Tourism Model, adopted from Dodds and Joppe (2001)

It appears that ecotourism and green tourism are almost the same concepts. Both maintain natural conservation and local cultural diversity in order to create sustainable tourism performance. The green tourism concept seems to be more developed compared to ecotourism. Green tourism's four attributes, as stated by Dodds and Joppe (2001), seem to be implemented separately, not in unity. Each attribute does not integrate with the others. Therefore, this research tries to find out what green-tourism strategy should be implemented in the ecotourism destination of Marin Tourism in Lampung, Indonesia.

Tourism Development

Tourism development is a series of efforts to realize the integrated use of tourism resources and integrate all forms of tourism, including outside aspects related directly or indirectly to the sustainability of tourism development (Swarbrooke, 1999). There are several types of development: 1) Overall with new goals, building attractions on sites that were not used as attractions. 2) New destinations, building attractions on sites that have previously been used as attractions. 3) The overall new development in the presence of attractions built to attract more visitors and to make these attractions reach a wider market by grabbing new market share. New development in the presence of attractions aimed at improving tourism facilities. On the other hand, according to Clarke and Godfrey (2000), tourism development is seen from the perspective of "Goals and Objectives," consisting of three steps: 1) identifying opportunities and constraints, 2) setting development goals and objectives, 3) defining series of action steps. To improve tourism potential, planning tourism development must occur in order to be better than before. The components of tourism development according to Inskeep (1991) should be considered, as stated in figure 2 below.



Source: Inskeep (1991)

Figure 2. Tourism Development

Sustainable Tourism Strategy

As stated by Hawkes and Williams (1993); Bramwell and Lane (1993); and adopted by Lane (1994), the aim of sustainable tourism is to minimize environmental and cultural damage, enhance tourist satisfaction, and develop long-term economic growth. This also can function as a Sustainable Tourism Strategy to achieve a balance between the potential tourism growth and the conservation needs of the environment. In addition, Lane (1994) said that sustainable tourism strategy can be successfully implemented if tourism management applies the four key factors, as follows. First, when developing the tourism strategy, it is important that tourism management use skilled team strategy development and the team should consider economic, ecological, and social analysis. Second, various kinds of consultations among all interest groups are essential, including trade and business, transport, farmers, administrators, and the custodians of the natural and historic assets of the area. Third, tourism management must play a role of openness because tourists need local goodwill—that is, the ability to make holiday-makers feel welcome and like their convenient home and the local population feels very happy with the visitors. Fourth, the strategy-making process must be evolving long-term management, able to cope with change and to admit mistakes and shortcomings, so that this effort could develop a partnership between business, government, and cultural and conservation interests.

RESEARCH METHODS

This research used a qualitative-explorative design centering on Focus Group Discussion (FGD), followed by in-depth interview and observations to explore the factors determining green-tourism strategy development. Data obtained from 40 relevant stakeholders (i.e., 20 domestic tourists coming to Marine Tourism Destination: Pahawang and Teluk Kiluan Island, Lampung Province; 5 members of Indonesian Travel and Tourism Association, Chapter Lampung; 3 from the Tourism Lampung Government Institution; 5 Local Community representatives of the Lampung Tourism Destination; 3 from the practical business of tourism; 4 academic experts in management and marketing of Tourism) using FGD were analyzed by using the SWOT analysis. That was followed by in-depth interviews with 40 more local tourists and societies and observation in the surrounding environment of the Tourism Destination.

This study will examine the readiness and reveal the problems faced by government and business actors, seek compatibility between the theoretical reference with every step of implementation, and examine the "factor finding" with more complete theoretical reference so that the factor can be studied more comprehensively. The objectives of this study were to: (1) propose future green-tourism development strategy models; and (2) identify and analyze the factors determining the green-tourism strategic model.

Table 1. The Variable measurement, adopting the Green Tourism Concept of Dodds and Joppe (2001)

Dimension	Measurement
<i>1. Environmental responsibility</i>	A. Infrastructure: - Environmental cleanliness - Security

	- Lodging
	- Toilet
	- Worship place
	- Parking area
	- Conservation Support Sustainability
	B. Accessibility
	- Transportation
	- Road
2. Experiential Richness	C. Enrichments
	- Authenticity
	- Natural panorama
	- Flora and fauna
	- Natural Base
3. Cultural Diversity	- Historical Value
	- Local Culture Wisdom, Modified with Global Issues
4. Economic Vitality	- Community Reception
	- Market Place to support local economic vitality (Restaurant and street hawkers availability)

RESULTS AND DISCUSSION

General Profile of "Teluk Kiluan" Tourism Area

Teluk Kiluan is a small bay that is part of Semangka Bay in Lampung Province. Administratively included in the area of Pekon (Village) Kiluan Affairs, District Kelumbayan, Tanggamus District. Pekon Kiluan Negeri has an area of 276.1 km² (including the waters of the bay of Kiluan). The topography of Pekon Kiluan Negeri is very diverse. The area consists of land and rice fields to hills with varying heights, ranging from 5 to 400 meters. Based on observation research, Teluk Kiluan is a bay surrounded by hills with a narrow land area. The hilly area is a clan forest used by the community as a mixed garden. The soil type is rensina and red-yellowish Mediterranean. Pekon Region Teluk Kiluan is a tropical country, humid with a moist sea breeze blowing and strongly influenced by the waters of the Indian Ocean (Statistics, Tanggamus District, 2015).

Based on the profile of Pekon Teluk Kiluan Negeri in 2015, the population reached 1,188 people, consisting of 638 men and 550 women, in 414 families. Kiluan Bay has a diversity of people from several tribes such as Lampung, Sunda, Java, Bali, and Bugis, so it is not surprising that the inhabitants have different customs, religions, and languages. Most of the people's livelihoods are in farming. The main plantation communities grow coconut, cocoa, coffee, and cloves and additional products, such as bananas and chilis.

Job status of a household head in Pekon Teluk Kiluan Negeri in 2015 was farmers (50%), farm laborers (10.9%), traders (3.1%), civil servants (1.9%), and unemployed (3.6%). These kinds of job status imply that human resources of the society in Kiluan Bay is low. More than half (63.3%) of the population have elementary school as their educational background. This has become one of the weaknesses in regional development. There are only one elementary school and one roof, with the same teaching staff. The education profile of Pekon Teluk Kiluan consists of elementary school (63.3%),

secondary school (1.4%), no school (13.9%), S1 (0.2%), Diploma-2 year (0.7%), and senior high school (5.4%).

Pekon Kiluan is a remote area. The mileage is as follows:

1. The distance from Bandar Lampung (Lampung Province Capital) to Pekon Teluk Kiluan Negeri is approximately 78 km, which can be reached by four-wheel vehicles in 3–3.5 hours. Road conditions are mostly good, but heavily damaged in some locations.
2. Distance from Kota Agung (Tanggamus Regency Capital) to Pekon Kiluan Negeri is approximately 148 km.
3. Distance from Pekon Napal (Capital District Kelumbayan) to Pekon Kiluan Negeri is approximately 18 km.

There is no official public transport to the Pekon Teluk Kiluan. To go to Pekon Kiluan requires non-route public transport, departing from Pekon Teluk Kiluan Negeri to Bandar Lampung, with two trips each once a day.

Teluk Kiluan Tour

1. Interviews Regarding Access to Teluk Kiluan Tourist Site

There are similar answers from each resource on access to the tourist sites of Teluk Kiluan. Here are the results of interviews with Head of Kiluan Country Village, Employees, and the community and tourists who visit the tourist attractions to know about access to the location of Teluk Kiluan Tourism Destination.

Head of Kiluan Country Village:

"One of the Known Tourism Destination in Lampung is Teluk Kiluan. But the area is very difficult to reach by vehicles from the city center (Bandar Lampung). Access to get there is very less support, the road is much damaged. Despite the government's discourse to repair the road, it has not been done yet. In addition, there is no mass transportation into the area, making it difficult for tourists to visit Teluk Kiluan."

Employees of Teluk Kiluan Tour:

"He, the way is ugly, not on the asphalt, so that people who will visit the area of Teluk Kiluan Tourism think twice."

Similarly, tourists and visitors who have visited the tourist area of Teluk Kiluan reveal that:

"The road is ugly. Later, no transport enters the area. The streets are very damaged, there is no mass transportation, so people who will visit the tourist area cannot easily get to the location."

Based on the above interview results, it seems that access to the tourism location of Teluk Kiluan is not easy.

2. Interview Result on Infrastructure at Teluk Kiluan Tourism Site

There are similar answers from each of the sources of tourism infrastructure of Teluk Kiluan. Here are the results of interviews with the Head of Kiluan State Village, employees, and the community

and tourists who visit the tourism attractions to learn about the infrastructure at the Teluk Kiluan Tourism Site.

Village Head of Teluk Kiluan, similarly, expressed by employees of Teluk Kiluan tourism:

"In the tourism area of Teluk Kiluan, security is guaranteed and environmental hygiene is also guaranteed. There are many inns available, although the inn is a resident's house, there are also food stalls/diners and street vendors, also with the bathroom provided, so visitors do not have to worry when going to urinate or large space. But, the inns are not a cozy standard, like a hotel".

Based on the interviews above, it appears that the infrastructure or other supporting facilities in the tourism area of Teluk Kiluan is in the "good" category. The following presents the infrastructure of the tourism area of Teluk Kiluan.



Figure 3. Teluk Kiluan Community's House

Teluk Kiluan Tourism Area Map

Here are the results of interviews with Village Head of Teluk Kiluan, and the community and tourists who visit the tourism attractions to learn about the map of the Teluk Kiluan tourism area.

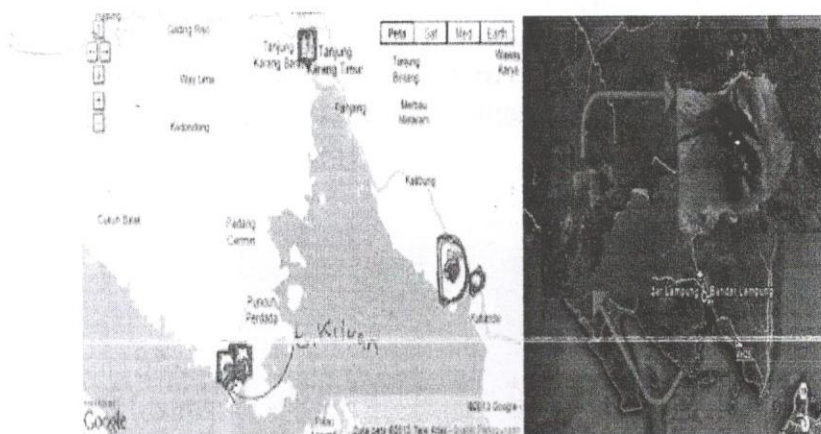


Figure 4. Map of Teluk Kiluan Area

Village Head of Kiluan Bay:

Map of Teluk Kiluan area already exists. But rarely anyone uses it. Brochures and other direction kits are also very minimal in Teluk Kiluan, which makes tourists sometimes confused.

Here are the results of observation and document review on the map of Teluk Kiluan tourism destination

Similarly, expressed by one of the employees at this Teluk Kiluan tourism site.

"Map of Teluk Kiluan tourism area has been made, but people rarely use the map, then the brochure is also very minimal here. Signposts are also rarely found, so travelers are confused. "

A similar comment is also made by all 40 visitors to the Teluk Kiluan tourism area:

"Maps of Teluk Kiluan tourism area are available everywhere, but rarely users use maps as a road guide. Plus, here the brochures and directions are very minimal, so that makes us sometimes confused in determining and going to Teluk Kiluan tourism area".

Interviews on Flora and Fauna Diversity

Here are the results of interviews with Village Heads, three employees, and 40 tourists and others who visit the resort to learn about the diversity of flora and fauna in the area of the Teluk Kiluan tourism destination.

The interview result is: "Dolphins become the attraction of Kiluan Bay. Visiting here, it's incomplete if you do not rent a boat and see the wild action of the dolphins in the middle of the sea".

However, again the threat to marine animals is also high. According to Head of Teluk Kiluan Village, Kadek Sukrasena:

"Illegal fishing threatens the survival of dolphins. I am afraid this will reduce the attractiveness of Teluk Kiluan. Because of the most interesting yah dolphins. I hope tourism in Teluk Kiluan can be developed with the concept of community-based tourism. Thus, the beauty of the environment in the bay is maintained."

Similarly, expressed by three of the employees at Teluk Kiluan tourism site:

"The diversity of flora and fauna is a special attraction for tourists who come so that the tourism area of Kiluan Bay utilizes as much as possible of biodiversity (flora and fauna). Especially the dolphins."

A similar thing is also said by 30 visitors to the Teluk Kiluan tourism destination:

"We are interested in coming here because we want to see dolphins, which we will not find anywhere else. What a beautiful place. The flora and fauna should be further improved and protected to maintain the environmentally friendly surrounding ecosystem".



Figure 5. Dolphins at Kiluan Bay



Figure 6. The Diveristy of the Kiluan Bay Flora

Interview result on the participation of Teluk Kiluan Industry Players

Five members of Teluk Kiluan Tourism Industry Players said:

"We as the tourism industry players in Kiluan Bay are very participating in promoting the existence of Teluk Kiluan Tourism destination. We conduct promotions through print and electronic media so that Teluk Kiluan Tourism destination becomes famous".

Based on observations in the field, industry players play a very big role in improving the tourism promotion of Teluk Kiluan. Many industrial actors do promotions; one of the promotion methods is providing cheap travel packages.

Tourism Development Analysis

The development of the Teluk Kiluan tourism destination cannot stand alone, because it is very influenced by and affects the surrounding area. In the short- and medium-term, the development of Teluk Kiluan will be saturated, due to limited availability of land. The current tendency will continue, where the development of the region is quite rapid. Various regulations regarding land use should still guard the development of this area. In the long run, Teluk Kiluan will serve as a center for nature tourism facilities. Some policy directives should be the basis for the government of Lampung Province to take strategic steps forward.

In addition to government involvement, communities should also increase their involvement in ecological tourism development or community-based ecology tourism development at Teluk Kiluan. The development of community economic centers should be prioritized in the development of the Teluk Kiluan tourism destination, such as fruit and vegetable markets, handicraft centers (souvenirs), as well as preparing cozy homestays. Then, various economic activities of today's society for the purpose of tourism development also have been improved, focusing on local economic vitality for maintaining the local culture.

Tourism awareness campaigns should continue to provide awareness and engage as many people as possible in the tourism activities of Teluk Kiluan. However, development responsibilities, such as environmental conservation and tourism development, also exist in the community. In addition, it is necessary to diversify tourist objects, especially those based on Lampung culture and other attractions, concentrating various cultural arts activities at locations located in the Teluk Kiluan tourism destination, such as dance clubs where dance lessons or cultural performances are routine. Although the people of Teluk Kiluan are generally migrant communities, they create locally various cultural-arts activities that will be able to increase the choice of tourists in enjoying tourism in this region. In addition to the involvement of the surrounding community, it is also necessary to increase the involvement of stakeholders, especially the community, businessmen, and NGOs that have been involved in the Teluk Kiluan tourism destination, in order to develop the Teluk Kiluan tourism destination together. Each of the existing "strengths" can synergize to develop tourism at the Teluk Kiluan destination. It is necessary to institute an organizational form that accommodates the various stakeholders' involvement above, to jointly develop tourism in accordance with their respective interests. It is not easy, but not impossible; what is needed is a commitment to a higher purpose. Development planning of the Teluk Kiluan tourism destination can bring together various interests, hence government, as policymakers should be able to lead and facilitate various requirements of stakeholders for optimal development of Teluk Kiluan Tourism services.

Broadly speaking, the structure of natural attractions at the Teluk Kiluan destination is developed because of the interconnections among the existing attractions that can create the Teluk Kiluan tourism destination's positioning uniqueness as Teluk Kiluan's positive image develops and increases. With the physical condition and the potential of the area owned, theoretically the pattern of the spatial structure of the area's activities has led to forming a pattern spread with the bonds of interrelationship.

The spatial structure of the activity will be strengthened by a road network that will link the centers and subactivities, as well as connecting each element of the region and activities. Therefore, the spatial structure plan will be developed by establishing the infrastructure of the tourism destination that improves the accessibility of the area.

In general, the determination of the Teluk Kiluan tourism destination will be influenced by some activities or potential activities that will be developed in accordance with the existing potential, taking into account the function and role of the region in the wider scope and some tourism activities that will be developed around the area. From these criteria, the appropriate tourism activity to be developed in the region appears to be a city-based ecological tourism capture area.

At a glance, it seems that ecological tourism is a limited visit to the natural tourist areas by well-trained and sophisticated tourists looking for a new learning experience. In other words, the development of ecological tourism is intended for a certain number of tourists (not large groups), who have a high awareness of ecosystems and environmental sustainability and the motivation to gain new experiences on the way. The need for an excellent natural environment is the main instrument for attracting tourists.

City-based ecology tourism is an option for regional development since the Kiluan Coast is very vulnerable to development that can change the function of the whole region. In other words, the pressures of urban activity in the Province of Lampung as a fast-growing province can change the

function of protected areas. In addition, internally the area is very vulnerable to encroachment due to economic activities of society and entrepreneurs. Therefore, ecological tourism is a bridge between conservation activities and urban economic activities. In addition, urban-based ecological tourism activities are expected to be an anticipator so that the area does not change into an urban area (i.e., areas that have urban traits).

Teluk Kiluan Natural Tourism Area, in general, should be divided into three functional tourism zones. The determination of the zones is also based on the distribution and growing tendency of tourism objects that appear in the region. The three functional zones are:

1. Education Zone of Conservation Area

Some tourism activities that can be developed in the region include wildlife observation tours and various types of flora. This zone as a whole does not require technical engineering in its development; it relies heavily and naturally on natural conditions.

2. Intensive Natural Tourism Zone

An Intensive Natural Tourism Zone is a conception of degradation zone or barrier between artificial tourism objects and attractions in the conservation area. As a gradation zone, this area is very suitably developed for some natural attractions. Not impossible, natural attractions contained in this zone can be developed with a touch of engineering, as long as the engineering does not change the landscape and social conditions of the community. This zone is reserved for visitors with small groups.

3. Intensive Recreational Zone

An Intensive Recreation Zone is a zone of natural artificial tourism groupings. In this zone, visitor activity on a larger scale is very possible. Some objects that can be developed include a wildlife park, outbound, and several other activities. There is no special requirement to enter this area, other than to keep the environment clean.

Accessibility development is a fundamental prerequisite for successful efforts to attract the flow of tourist visits to the tourism destination, as well as to the Teluk Kiluan region. Some of the development efforts are focused on:

1. Improving inter-zone to develop tourism achievement performance;
2. Increasing the quality of service and comfort of travel modes;
3. Increasing the comfort of travel through the development of transit support and resting facilities.

Based on the function of the region, the development of tourist tracks in the developed region requires attention to several things, including physical landscape; conservation area; and serving comfortable features for the visitors.

Development of movement in the region aims to improve land capacity through improved access to the region and within the region; create an integration in connecting systems that can stimulate human movement and create more pedestrian-oriented connecting systems. Meanwhile, development goals are to strive for the interconnection between the circulation system of the development area and the surrounding area; create clear interconnections and separations between different modes of transportation (vehicles, pedestrians, public transport); develop a system that prioritizes and provides

comfort for pedestrians; and provide links between tourist objects so as to form the theme of tourist travel.

The spatial development plan should be created by looking at the various potential objects that exist in the region. The biggest and dominant tourist attraction potential at the Teluk Kiluan tourism destination is the nature-based tourism potential, including Animal Park, Forest Ecology, Forest Park, and plantation. On the other hand, there is potential support of the cultural tourism attraction based on the legend and the life of rural communities.

Tourism development planning must pay more attention and apply the world tourism trend appropriately and looking forward. This can be achieved through strengthening partnerships, with mutual awareness of cross-border meanings to create new tourism spaces. A thorough experience for travelers from tourism products (including objects or services) can be created through the establishment of thematic zones, which are objects with unique characteristics and attractions of interest, efficiently integrated, thus distinctively differentiating products in the region from other tours. The development of objects with some of these special themes, in addition to creating new alternative choices for tourists, is also expected to encourage the growth of business opportunities for people in the region.

Roads that can access the area directly are collector roads, which are currently divided into two lanes. In the future, for visitors' comfort, this road plan will remain divided into two lanes. Access of the vehicle to each of the plots requires separate lanes so that the movement of vehicles in and out of the plot does not interfere with the movement of vehicles that pass through the area. In addition, the circulation pattern within the area is also supported by the special public transport planned for the road, by establishing appropriate stops with a tentative distance to serve the sights.

In addition to motorized vehicles, the achievement of attractions is also supported by riding and cycling paths and specific paths for pedestrians in the form of paths with a layer of soil and a smooth surface. The line is specially developed separately from motorized roads, with the intention of providing a private space for each of the lane users (i.e., motorized, horse, and on foot). With the pedestrian path, in addition to the development of the path with a smooth surface, pedestrians can also perform activities on the boardwalk.

Developing the natural tourist area of Kiluan Beach, of course, requires the involvement of various parties, because, in fact, the development of this area requires a comprehensive and integral effort, making the development of the tourist area a cross-sectoral program. Management of a partial tourist area will have implications for the lack of demand factors for the region, as well as the products it contains.

Teluk Kiluan Coast Natural Tourism Area, which is administratively included in Lampung Province, is an area that has the potential to boost the economic value of Lampung Province. Therefore, a necessity for its management is that the area must involve various elements, ranging from government, business, community, and nongovernmental organizations. The participation of each element will also determine the selling point of the natural tourism area of Teluk Kiluan. With various participation elements managing this tourism destination area, institutional guidance will also be required to regulate the position and authority of each management element, in order to avoid overlap in its management. Therefore, the institutional development strategy in the region will include the following strategic elements:

- 1) Increasing the role of the private sector and the community in tourism management;
- 2) Improving the coordination function of tourism management;
- 3) Ensuring institutional management with a high level of efficiency and effectiveness

Institutional development strategy for the natural tourist area of Kiluan Beach can be formulated by improving the role of society in tourism management; that is, by encouraging people to be willing to manage tourist attractions that require high investment. Then to develop a scheme or a support system for local community groups to be able to improve the management capacity of the tourist attractions to improve the living standard of the community. The tourism area is not dominated by private parties. The next step is to improve the coordination function of tourism management by forming a bond or institution for managing tourism objects in the natural attractions of Kiluan Beach.

The management of the Teluk Kiluan Coast natural tourist area will involve internal and institutional components. The management of this area is directed at the establishment of a Management Board, a collaboration among the government, stakeholders, community, and NGOs. This management body will have the authority to manage the tourism destination directly, to attract investors.

Green-tourism development strategy is a paradigm of development of environmental nature-based tourism that is not only based on the principles of ecosystem sustainability and community empowerment but also on business principles (e.g., profit for in-balance benefits between stakeholders and shareholders). Thus automatically, this strategy is built by considering the dynamics of improving green tourism competitiveness of Lampung Province, either for local, regional, and national tourism markets or even for global markets. The first effort is to develop a green-tourism strategy in both domestic and global markets, made by improving the ability of stakeholders, as well as related parties who manage environmental nature tourism, to identify market opportunities and analyze the dynamics of market demand. Also, it takes an effort to integrate the mixed elements of green-tourism dimensions to become interactive efforts, in order to attract green tourists. Such tourists must take responsibility to commit to and empathize with creating and maintaining green tourism development.

In this era of increasingly complex global competition, the efficiency factor is a key factor in the development of nature-based tourism, known as green-tourism development. This movement toward efficiency requires managerial capability, professionalism in business management, and the use of advanced technology. Thus, the role of information technology and business promotion and the ability to deal with markets with various characteristics will be a very important component to always be observed. Other parts of green tourism tend to make dominant selling services of environmental natural resources, for that aspect of nature conservation must get primary attention, so that society no longer pursues logging and catching dolphins or taking other fauna for sale.

To protect the existing environmental natural wealth in the Teluk Kiluan destination, the foundation of Love of Nature (“Cinta Kepada Alam / Cikal”) is one of its missions—to establish partnerships with local government, agencies, or related institutions (NGOs) in developing the Teluk Kiluan tourism destination, at Kelumbayan District Tanggamus Regency, Lampung Province. One of the objectives of this foundation is to preserve other animals around the Teluk Kiluan tourism

environment, such as Eretmochelys Imbricate, Siamang (Symphalangus Syndactylus), Simpby (Presbythis Melalops), Sun Bear (HelarctosMalayanus) and Kukang (Nycticebus Coucang).

Market segmentation for the tourism destination of Teluk Kiluan will be divided in (two), known as Nusantara Tourist (domestic) and Travelers Abroad. Nusantara Tourists have an interest in nature-made artificial tourism as well as outdoor recreation forms and Foreign Tourists have a special interest in ecotourism and cultural tourism. The Nusantara Tourist Market visiting Lampung Province shows a very large proportion of the family segment (61.60%), in addition to the student segments, which, as bigger spending power, will be the second target market of the natural tourism area Teluk Kiluan.

To maintain the sustainability of the tourist market for the natural attractions of the Teluk Kiluan tourism destination is to create new innovative product development periodically. If that happens, it will encourage the increase of revisiting visitors to be loyal. Quality of service will also be a determinant for travelers to revisit, including recommending it to others. So, the image of tourist services in the area should always be monitored and addressed if necessary. The implications of these directives are monitoring of tourist markets (domestic and overseas) and penetrating the new potential tourism markets. Market penetration is intended to increase existing tourist market-share visits, as well as to explore potential market-share opportunities for the development of the tourism destination in Teluk Kiluan.

Promotional activities are key in driving tourism activities in the Teluk Kiluan tourism destination. Promotional information and messages can be produced by various methods, such as through e-tourism.com, leaflets, booklets, exhibitions, souvenirs, mass media (in the form of advertisements or audiovisual media), as well as providing information in public places (e.g., hotels, restaurants, and airports). Synergizing the business networking between the management of the Teluk Kiluan tourism destination and other travel industries, such as the Travel Bureau, Hospitality, and Transport Service, is very instrumental. One method that is considered effective in promoting tourism services is the method of "tasting," which provides an opportunity for potential consumers and tourists to come and determine the choice of consumption by enjoying the tourism services without excessive supervision so that tourists feel at home. Feeling at home will create a "*Word of Mouth*" promotion, in that the experience of the richness of the visitors feel will be shared with other potential visitors and can go virally to more potential visitors, as directly interpersonal communication.

Tourism development of Lampung Province is also part of borderless tourism, so its existence must be complementary with other environmentally friendly natural areas, including some tourism destination areas around it. Foreign tourists who come to Lampung Province are generally tourists who also are coming to DKI Jakarta, South Sumatra, Banten, West Java, and South Lampung regency.

To maintain the development of Lampung Province tourism, the government should provide rules or policy for the development of waste management in the Teluk Kiluan tourism destination. The waste-management system must be environmentally friendly and not counterproductive to the determination of the area as a green-tourism area. Traditional waste management with dumping and burning in the yard is not recommended for the region. In addition, there is a need to provide a good waste shelter and meet the aesthetic value and the beauty of the region.

Regarding the electrical network system in the Teluk Kiluan tourism destination, the government always serves the flow of electricity well. Some residences of the Teluk Kiluan area are unfit for habitation, and many still have bamboo walls, making a not suitably cozy house. Therefore, the electricity network in this area is not maximal because only a few people there have electricity; if tourists come to the settlement at night, they will encounter a dark settlement. The community still uses oil lamps as a lighting infrastructure. Local people also are tired of applying for electricity as soon as possible. However, not all regions have difficulties with lighting (electricity). Customers really take advantage of services made available by PT PLN (state-owned electricity company). The development of electricity in this area for the future is needed for residential development areas, street lighting, and the surrounding environment, especially in areas around the Teluk Kiluan tourism destination.

Resources limitations on the state-owned electricity company (PT PLN) in providing electricity needs for development purposes in the future at the Teluk Kiluan tourism destination should be anticipated by developing cooperation with private parties and investors, for providing alternative sources of electricity to meet the needs of the region.

The Teluk Kiluan tourism destination area has telecommunication facilities, public phone telecommunications, TV sets, radio, and home phones, but still limited access to acquiring information. The Kiluan Beach area has the most communication equipment for TV sets. In addition, the fulfillment of telecommunications services, especially telephones, is now increasingly needed due to the increase of population, and the development of economic activities that are more characterized by trade and services. The Teluk Kiluan tourism destination area has not been reached by the telephone network evenly. Communications services located in the Teluk Kiluan Area are only served by some service providers. Given the importance of communication services that have a very high economic value, it is necessary to develop the planned telecommunication network system managed by either PT Telkom (state-owned telecommunication company) or other service providers. The telephone network system consists of two networks: the primary cable network that follows the main street pattern and the secondary cable network following the local network. The availability of these types of infrastructure at least can help the development of the whole region. Thus, in general, the direction of the development of electricity and telephone to meet the needs for increasing the ability to produce electricity, by looking for other energy sources to help with the production of electricity from previous sources and building a new power grid with the direction of allocation, in accordance with the distribution of new facilities and housing, and also to develop new telephone networks with cabling systems for areas with large land support.

In addition to the advantages possessed by the Teluk Kiluan tourism destination, some things especially must be improved: the road to the Teluk Kiluan tourism destination must be improved so that access is easier; facilities and infrastructure itself also must be improved, e.g., MCK (Bath Wash Kakus) and other facilities' completeness related to achieving well performed green tourism. Undoubtedly, Teluk Kiluan will be one of the most prestigious of Lampung Province's green tourism areas in the future if all development plans are done with well-prepared management.

Overall, all data and information above can be summarized by the SWOT analysis shown in Table 2.

Table 2. SWOT ANALYSIS OF GREEN TOURISM IN TELUK KILUAN

	Strengths	Weaknesses
Internal Eksternal	<ol style="list-style-type: none"> 1. A wealth of flora fauna 2. Provide benefits to local communities and the natural environment of local communities. 3. New skills and technology 4. Conservation and protection. 	<ol style="list-style-type: none"> 1. Lack of transportation facilities in the journey to the sights. 2. Many broken roads make travel hampered. 3. Menu/food provided less varied.
Opportunities	Strategy S-O	Strategy W-O
<ol style="list-style-type: none"> 1. Good energy saving and waste disposal 2. Cultural and environmental awareness 3. New markets for local products 	<ol style="list-style-type: none"> 1. Maintain and preserve the environment of flora and fauna 2. Take advantage of local guides 3. Opportunity to get a new job 4. Availability of other natural attractions in the ecotourism area 	<ol style="list-style-type: none"> 1. Business and additional income 2. Availability accommodation that meets hygienic standards 3. The availability or possibility of providing a practical and hygienic food menu
Threats	Strategy S-T	Strategy W-T
<ol style="list-style-type: none"> 1. Temperature, climate and season 2. Competitors in the same industry offering many advantages. 	<ol style="list-style-type: none"> 1. Ease to enjoy beauty and diversity 	<ol style="list-style-type: none"> 1. Improved infrastructure 2. Providing better service to the community

The SWOT Green-Tourism Analysis above is an ultimately considerable perspective on looking at (Opportunities-Threats) versus (Strengths-Weaknesses). By doing the SWOT analysis, the strategy to be implemented in the context of the development of the Teluk Kiluan tourism destination lies between the external opportunity and internal strength (utilization and maintenance strategy), which is a strategy designed to make the most of all potential, so that the local community can participate to help with all the needs to maintain the surrounding environment.

In addition, the strategy that can be implemented is the Turn Around Strategy, a strategy that reverses the most common negative tendencies focused on the management of the tourism area; and the guerrilla strategy, the strategy of changing the functions owned to completely different functions; and growth-management strategy, which is a strategy designed to achieve the growth of the number of tourist visits (the frequency of visits and the origin of tourist areas) and increase assets (objects and tourist attractions, infrastructure and other supporting facilities).

Still, there are many more shortcomings in expected development, including increasing commitment of Local Government to its role of increasing allocation of funds in District Income Budget (Anggaran Pendapatan Belanja Daerah/APBD) in the tourism sector, in order to make it a leading sector in Lampung Province; synergizing three parties (government, tourism businesses management and the public/society/community development) to improve or just hold various types of attractions, souvenir products, various culinary and other attributes in the attractions; supporting regulations related to the sustainability of natural resources as the main support of tourism in Lampung Province; convincing the investors to invest in the tourism sector, especially the development of tourism objects based on **green tourism**.

“The Tourism Development Master Plan of Lampung Province 2012–2031” reflects the development of natural ecotourism activities, based on the green-tourism concept. Several coastal tourism destinations are located near the surrounding Teluk Kiluan Tourism Area, such as Karang Bebay, Coconut Island, Cikal Negeri, Curup Telahang, and Goa Semedi that could be developed in a good manner. The main issues and themes of tourism service development in Teluk Kiluan (Kiluan Bay) are coastal ecotourism with dolphin attractions, surfing, boating, sunbathing, and snorkeling to see flora and fauna in the sea.

Several policies will support the development of Teluk Kiluan tourism, based on the Green-Tourism concept:

1. Regulation of Pekon Kiluan County Number 1 the Year 2010 is Pekon development work plan (RKPP) of Fiscal Year 2010.
2. Regulation of Pekon Kiluan County Year 2010 is Management of ecotourism area of forests, coastal, and marine Pekon Kiluan country.
3. Regulation of Pekon Kiluan Negeri Year 2010 is the guidance of tourism retribution.
4. Permendagri Number 33 of 2009 is a guideline for ecotourism development in the area.
5. Law Number 27 the Year 2007 concerns the management of coastal areas and small islands.
6. Law Number 10 the Year 2009 is on tourism.
7. Law Number 32 the Year 2009 concerns the management and protection of the environment.
8. The master plan of tourism development of Lampung Province 2012-2031.

Coconut Island

Coconut Island or Kiluan Island is an island famous for its serene beaches, beautiful white sand, and beautiful nature and natural attractions. The northern part of the island is bordered directly by the mainland and is a meeting of two currents. The West and the South directly face the ocean freely. The eastern part is a white sand beach. The island can be reached by “Jukung” boat for 10-15 minutes from Pekon Kiluan Negeri/County. The island is the most visited. Many tourist activities can be done on this island, including snorkeling, diving, and swimming. The island also provides a variety of facilities that visitors need during a trip in Kiluan Bay, including a four-bedroom homestay (IDR 150.000/room), food stalls, Toilet, camping equipment rentals, and water equipment rental facilities. For lovers of snorkeling and diving, the island is very suitable to visit because nature underwater is beautiful and colorful. In addition to water tourism, other tourism activities that can be done in this place are camping or just taking pictures.

White Sand

White sand lies to the west of Coconut Island. This location can be reached by foot on the footpath for half an hour through the village residences, rice fields, rivers, and up and down hills. According to local people, this tourism object has not been fully managed but has the potential to be developed. The attraction is the white sand with natural scenery that is still very natural. For the view, there is only the sea with its hard waves. On the right and left, are the white sand siselingi mounds and the rocks. Visitors can do beach tourism activities or just take pictures. Wildlife observation activities can also suitably be done in this place. Visitors can still find sea animals that are rarely found on other sea floors, such as small crabs, Umang-Umang, and various types of fish trapped in the rock basins.

Laguna Gayau

Laguna Gayau is the second favorite destination after the dolphin tour at Teluk Kiluan. This tour is located behind the hill east of Kiluan Bay. The Gayau Lagoon is a kind of large, rectangular swimming pool naturally formed from a pool of seawater entering through rock gaps, with a depth of about 2 meters. Laguna Gayau can be reached from the resident village (Pekon Kiluan Negeri) in one hour, passing the community coffee and cocoa plantations and steep cliffs. The physical health of visitors is a consideration in making this trip because of the tourism route quite dangerous and tiring. Some tourist activities that can be done in this place are swimming, fishing, and photography while enjoying the waves and scenery in the reef.

The Waters of Teluk Kiluan

The Teluk Kiluan waters are the main destination of visitors visiting the Teluk Kiluan tourism destination. The visitors can go dolphin watching by using a boat jukung leased from the owner for Rp250,000 for four people. By boating about 45 minutes to 1 hour from Kiluan Island, visitors can already see the attractions of hundreds of dolphins that dance on the surface of the sea. According to local residents, the right time to see the dolphins is at 6:00 to 10:00 am, and the right months to visit are April to October because that is when the dolphins appear most. The dolphins in the Gulf of Kiluan are bottlenose (tursiops truncatus) with a bigger body, gray, and shy and a long beak (stenella longirostris) with a smaller body and happy to jump. Other tourist activities that can be done on Kiluan Bay are a fishing tour, snorkeling, diving, or just walking around the island.

Culture Tour

Pekon Kiluan Negeri/County is inhabited by five different tribes of Lampung, Coastal, Sunda, Java, Bali, and Bugis. They live in harmony with each other. Some temples are seen along the Kiluan Village road, and some are standing next to the mosque. The cultural wealth contained in this Kiluan Village became the capital for the development of a tourist village. Visitors are treated to not only the attractions of dolphins but also the cultural attractions displayed from a variety of tribes.

Mangrove Forest

The condition of the mangrove forest in Teluk Kiluan has been damaged mainly due to the change of land function to settlement. The function of the mangrove forest is vital for coastal communities, for abrasion prevention, retaining / wave, biodiversity, foodstuffs, medicinal materials, energy sources, windbreaks, preventing sea-water intrusion, spawning places of various animals (fish, shrimp, and crab), and also pollution neutralization. Decreasing the quality and quantity of mangrove forest ecosystems will threaten the flora habitat and will further threaten the life of the fauna. Various efforts have been made to improve the condition, among others by planting and saving the movement of seawater from waste, through nurseries of various types of mangroves. Currently, the mangrove forest in Teluk Kiluan has pedada type (*sonneratia alba*), beans (*aediceras corniculaum*), terumtum (*lumnitzera racemosa*), tinjang (*rhizophora sp*), and nipah / buyuh (*nypa fructicans*). These species generally live in coastal areas affected by fresh water through river mouths, swamps, and freshwater puddles. The mangrove forest in Teluk Kiluan has the potential to be developed into a tourist attraction. The activities

that can be done here are conservation education and nature tourism. Because the mangrove forest in Teluk Kiluan is not so wide (only 1 hectare) and its kind is rare, mangrove forest tourism has not developed well. Development of mangrove forest type and expansion is needed, especially to support the success of mangrove forest based on the green-tourism concept.

Moreover, here, the real condition results of the Teluk Kiluan tourism destination, based on green-tourism dimensions, show mainly in the good category, even though still have in bad category for its specific dimension, as can be seen in table 3 below.

Table 3: Conditions of Teluk Kiluan Tourism Destination

No.	Green Tourism Condition (environmental responsibility; local economic vitality; experiential richness; cultural diversity)	Real Condition	Category
A. Experiential Richness			
1.	Natural Beauty	It has beautiful beaches, calm bay atmosphere, surrounded by hills	Good
2.	A wealth of flora fauna	The existence of dolphins, coral reefs	Good
3.	Ease of enjoying beauty and diversity	Sailing for 1 hour to dolphin observation location and 15 minutes for snorkeling location	Good
4.	The uniqueness of the object	aquatic objects that provide observation of dolphins throughout the year	Good
5.	Opportunities for swimming, hiking, rafting	Visitors can swim in the bay, snorkeling, or tracking in the hills	Good
6.	Proximity to the port	Distance from the provincial capital 78 km, 100 km from Raden inten II airport and 200 meters from kalianda, not supported by good infrastructure and facilities	Bad
7.	Availability of accurate information Minim means of information, directions, maps and so on	Minim of information, directions, maps and so on	Enough
B. Environmental Responsibility			
8.	Ecosystem authenticity activity	Most ecosystems are damaged by human	Bad
9.	Temperature, climate and season	Temperature, climate and seasons are relatively normal except in transitional seasons	Good
10.	Duration and comfort of travel from the location of departure to the region	Traveling 2.5 hours from Lampung city, partially damaged road conditions	Bad
11.	Availability or possibility of providing accommodation that meets hygiene standards	Natural accommodation facilities, but still lacking complete toilet facilities and electricity	Enough
12.	Security guarantees	Visitors feel safe while on site	Good
13.	Availability of medical assistance and care	Available 1 health center and 1 health worker (midwife)	Bad
14.	Availability of parking area	Limited parking area partially utilizing residents' homes	Bad
15.	The availability or possibility of providing a practical and hygienic food menu	Major food depends on the management of the hut	Enough

C. Cultural Diversity			
16.	Availability of other natural attractions	Potential cultural culinary tourism as local wisdom, even if any global culinary availability, and tracking (natural attractions)	Bad
17.	Local Culture	Tribes and customs in Kiluan are diverse	Enough
D. Local Economic Vitality			
18.	Supporting facilities for marketing the local culture products as a souvenir of tourist	The availability of market area and relevant facilities in serving the marketable local products as a souvenir	Lack off /Very Bad
19.	Community development Availability	No training facilities to support the community or societies in developing the marketable and potential creative and innovative local products as a souvenir	Very Bad

Source: Research Data, based on Observation and Interview, 2018

The score rank for the good category above is 69-80; for enough category is 60-70; and the bad category is below 50-59, while others are very bad or terrible.

Overall, it can be concluded that Teluk Kiluan tourism destination, in general, has green-tourism services, and uniqueness of the object, especially for enjoying the dolphins. It needs improvement in order to meet the standard of security and comfort of visitors, especially in terms of facilities and infrastructure.

CONCLUSIONS, IMPLICATION, AND FUTURE RESEARCH

This study aims to provide empirical evidence related to the development of the Green Tourism Design Strategy, in the case of the Lampung Province Tourism Zone. Based on the results of this study, it can be concluded that 1) even though there are mass vehicles to access the tourism sites, it is very difficult, because the road is in a bad and bumpy condition; 2) infrastructure of the two tourism zones are quite good (enough), with equally available lodging and security, and cleanliness that has been cultivated; 3) maps of the tourism zone already exist and are clear, but it must still be developed in an attractive-forms design; 4) the diversity of both flora and fauna can be utilized optimally; and 5) participation of tourism-industry actors to sell good tour packages is in the “enough” category.

Therefore, this research has several implications, as follows: 1) The government must pay more attention to developing innovative attraction packages synergized with the tourism industry actors, in order to boost the increased number of either domestic or overseas tourists, so that the regional income can be increased. 2) The government must immediately improve the access road to the location of tourism, so as to attract more tourists to visit the tour. 3) Infrastructure and other relevant facilities must be increased also for serving the convenience of tourists so that tourists feel comfortable when visiting the tourist zone. 4) The government must immediately create a clearer map or sign direction to the tourism area, so that it can attract foreign tourists to come to the location directly, especially for back-packer tourists. 5) There are still many flora and fauna that have not been utilized optimally, because of the lack of knowledge of tourism management, so the government must develop the policy by implementing the protection rule for the flora and fauna. If the people come to the tourism area, they must maintain and protect it; if they do not do so, they must be fined. The rule of this protection must be disclosed in any places around the tourism area or socialized through the brochures and any sites of

online.torusim.com; and 6) Participation of tourism-industry actors should be further enhanced, so as to increase sales of tour packages, such as handicrafts and other tourism package products, and any quality hotel services.

However, all those implications raise the strategic implication of the development of an integrated strategy of Green Tourism, in order to improve the quality service of the tourism zone and tourism sustainability, especially in Lampung Province. As stated by the World Tourism Organization (2004), sustainability principles should be raised, referring to tourism development, and create a suitable balance among the tourism dimensions (the environmental, economic and sociocultural, or any tourism richness) to guarantee long-term sustainability, so that the green-tourism variable in terms of environmental responsibility, local economic vitality, experiential richness, and cultural diversity must be mixed with each other. It means the implementation of green tourism dimensions cannot be partially run. To declare what the integrated strategy of Green Tourism development is, future research should be implemented by mixed methods research, first to use Qualitative Design by implementing *In-depth Interviews* and the *Analytical Hierarchical Analysis* model, in order to explore the valid and reliable measurement of an integrated strategy for the green tourism concept, followed by the Quantitative research design.

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