

Green economy and ecotourism-based development model of Oling River Food, Banyuwangi

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Abstract: This study aims to analyse the application of the concept of green economy and ecotourism to the tourist attraction of Oling River Food in Banyuwangi, East Java, Indonesia, as well as to form a model for developing the tourist attraction of Oling River Food. This study uses a case study approach. Data were collected by observation, documentation, and interviews. After the data is collected, an interactive analysis technique is carried out namely data reduction, data presentation, and conclusion. The results show that the tourist attraction of Oling River Food has implemented two indicators from five indicators of environmentally sound development and five indicators from ten indicators of the green economy concept. As for the concept of ecotourism, the tourist attraction of Oling River Food has implemented two indicators out of five indicators. The Oling River Food tourist attraction development model that is made contains the potential, problems, solutions, and outcomes. The tourist attraction of Oling River Food has potential that must be continuously developed. The development model built is expected to be the basis for the development of tourist attractions that still pay attention to environmental, economic, and social factors.

Keywords: tourist attraction, green economy, ecotourism, development model.

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Introduction

Indonesia has the potential of natural resources that stretch from Sabang to Merauke and have characteristics according to the typology of the region wrapped in local wisdom. Aware of this, the Government of Indonesia is developing the tourism sector. Tourism is the second largest foreign exchange contributor in Indonesia (Kominfo, 2017). In 2020, the tourism sector which is projected to become the core economy is paralyzed due to Covid-19. The government carries out a national economic recovery (pemulihan ekonomi nasional/PEN) program including new habits in the tourism sector to maximize potential in order to stimulate the economy and community independence. Tourism trends are shifting to digital and nature-based tourism.

Banyuwangi is also making improvements in all sectors. As a tourism city, Banyuwangi has various attractions. Through a survey conducted by a tour booking service, Banyuwangi is in the third position of the favourite tourist destination to be visited (Yanuar, 2022). Based on data from the Banyuwangi Regency Culture and Tourism Office, it was recorded that 26.000 tourists filled tourist destinations in Banyuwangi in early 2022. This shows the optimism of tourism in Banyuwangi (Banyuwangi, 2022).

Oling River Food is one of the natural tourist attractions in Banyuwangi that uses the river as a means of attraction on the banks of the Dam Limo river, Tegaldlimo Village towards Alas Purwo National Park. Oling River Food utilises the charm of a 2 kilometre long river to become a tourist attraction (Ardian, 2019) in the form of various processed Oling fish or eels and riverside tours. The number of tourist visits in general ranges from 30 to 100 people per day. Efforts to maximise the potential of Oling River Food need to be carried out across sectors. Based on data from the village manager and government, there are 8 food stalls at Oling River Food which are filled by local people. In addition, the river crossing attraction using 5 boats is also managed by the local community. From an economic perspective, the potential of Oling River Food can be

maximized so that it will have a positive impact on the community. Therefore, it is necessary to build and develop Oling River Food from various aspects.

Tourism raises anxiety over externalities in the form of environmental and social degradation (Yuanjaya, 2020). Environmental degradation such as air pollution and excessive use of natural resources (West et al., 2006). The owner of the kiosk at Oling River Food also experienced social and environmental impacts. Based on data from village managers and government, an average of 8 thefts occurred at each kiosk within a month. In addition, there was damage to the boat by several elements of the surrounding community due to social jealousy. In the environmental sector, the potential of rivers that are exploited as the main attraction of Oling River Food has decreased the quality of water clarity and cleanliness due to various attractions and the number of tourists.

These problems can be overcome by development based on the concept of green economy and ecotourism. The green economy concept has been applied to various tourist attractions to develop existing tourist attractions, as seen in research (Berlianantiya & Andriani, 2018 and Kominfo, 2017; and Wiratma & Nurgiyanti, 2019). Not only on tourist attractions, the concept of green economy is also applied to the development of tourist villages (Sari et al., 2012), (Noviarita et al., 2021) as well as in national parks (Asrudi & Puspa, 2021). The concept of ecotourism is one of the developments of sustainable tourism by prioritising aspects of nature conservation and community welfare (Puspitasari et al., 2021). The concept is applied in the development of tourist attractions such as in research (Puspitasari et al., 2021; Noviarita et al., 2021; Yulistianti & Brahmanto, 2015) also supported by community participation such as in research (Sugiarti, 2015; Kaharuddin et al., 2020).

With these two concepts, it will create an ideal model of a tourist attraction that can be developed and harmonised at the government level. This is important because the role of stakeholders determines success in ecotourism development. The purpose of this study is to develop a model of a green economy-based tourist attraction product with a mathematical model approach. This integration can create an Oling River Food tourist attraction that is sustainable from the environmental aspect, independent from the economic aspect and has a positive impact from the social aspect.

The novelty of this research is that there is a combination of the concepts between ecotourism and green economy which are used as the basis for making models for the development of tourist attractions. In previous studies, modelling was based on the concept of ecotourism as was done by (Sugiarti, 2015). In addition, previous research related to the green economy only discussed the application or application of this concept in a tourist attraction.

Methodology

This research on the development model of the Oling River Food tourist attraction based on green economy and ecotourism was carried out at Oling River Food Tegaldlimo, Banyuwangi Regency. There are various activities that visitors or tourists can do, namely cruising the river by boat, enjoying local culinary specialties or recreation and leisure.

This study uses a case study approach. A case study approach was chosen to explore cases that occurred in the development of a nature-based tourist attraction. Data was collected by observation, documentation and interviews. The resource persons in this study were the chairman of the Oling River Food management, the village head of Tegaldlimo, the Banyuwangi Regency Water Service and the Banyuwangi Regency Tourism Office. The data collected is data related to the economy of the surrounding community, data on food stall sellers, and data on environmental impacts after the Oling River Food tour. Primary data obtained in the form of economic data, environmental data and social data. The secondary data is in the form of records or documents related to the profile of the Oling River Food tourist attraction.

After the data is collected, an interactive analysis technique is carried out which has three components, namely data reduction, data presentation and conclusion drawing. After that, thematic analysis techniques were carried out which functioned to identify themes and sub-themes that were oriented to the potential, problems and opportunities related to the development of tourist attractions. The data analysis resulted in a conclusion in the form of a

tourist attraction development model that can be seen from the economic, social and environmental panels based on green economy and ecotourism.

The development model created in this study is the CBED (Community Based Ecotourism Development) tourist attraction development model which contains context, solutions and outcomes (Sugiarti, 2015). The stage for obtaining the model after the data reduction analysis is carried out is through creating a context as the first stage. The context in this study includes two things, namely potential and problems. The second stage is to make a solution based on the existing context. The final stage is to make the expected outcome.

Results and Discussion

Results

The tourist attraction of Oling River Food is located on the banks of the Dam Limo river for 2 kilometres, Tegaldlimo Village, Banyuwangi Regency. Activities that can be done by visitors or tourists there are cruising the river using a boat which is also one of the Banyuwangi Festival activities, enjoying Oling River Food specialties as well as recreation and leisure. In addition, Oling River Food tourism is also used as a gathering place or activities for community groups such as joint gymnastics, and others. Oling River Food Tourism has 8 food stalls and 5 boats to cross the river which are managed by the local community. The number of visitors or tourists who come to Oling River Food ranges from 30 to 100 people every day.

In terms of attractiveness, Oling River Food Tourism has natural beauty which is the main value that attracts visitors. The green expanse of the river accompanied by shady trees on the banks of the river forms the natural beauty of the Oling River Food tour. Cultural attractions, sports facilities and game facilities also complement the Oling River Food Tour. Visitors can take advantage of the wide riverbank as a place to play and exercise. The characteristic of Oling River Food Tourism is culinary tourism of Oling fish or eel. Visitors can enjoy Oling fish or eel food along the river with views of the green river. Around the Oling River Food tourist attraction, there are also several lodging and transportation options that make it easier for visitors to visit Oling River Food Tourism.

In terms of the environment, the attraction of Oling River Food Tourism is visited by visitors because it has good lighting due to direct sunlight in the morning and lighting at night. Oling River Food tourist attraction has good air circulation. The cleanliness of rivers and riverbanks Oling River Food Tourism is also always maintained and cared for by local people and visitors so that cleanliness is always maintained. For security, because Oling River Food Tourism does not have a door, several times there have been thefts at food stalls and the destruction of existing boats. This has caused public anxiety and concern.

The existence of the Oling River Food tourist attraction has an impact on the economy of the surrounding community. With the opening of the Oling River Food tour, the surrounding community opened food stalls and provided riverboat facilities which were managed by the community themselves with assistance from the relevant agencies. Oling River Food tourism has an impact on regional income because many people feel the economic benefits of Oling River Food tourism.

In addition to environmental and economic aspects, Oling River Food tourism also has an impact on social aspects. Co-management of tourist attractions makes the majority of the community more friendly, harmonious and cooperative. The community also learns to be a tourism person who applies *Sapta Pesona* to every visitor who comes. However, it is undeniable that the unequal distribution of people who feel the positive impact of Oling River Food creates a sense of envy from some people. Therefore, by looking at the potential and opportunities of Oling River Food tourism, this tourist attraction can continue to be developed so that the wider community can feel its positive impact.

Seeing the potential and opportunities of the Oling River Food tourist attraction, this tourist attraction should continue to be developed. Visitors' demand for attractions that uphold natural beauty and create tranquillity for visitors can be provided by the tourist attraction of Oling River Food. Development needs to be carried out by taking into account the concepts of ecotourism

and green economy so that the development carried out not only pays attention to attractiveness but also pays attention to economic, environmental and social aspects.

Application of the Green Economy Concept in the development of Oling River Food tourist attraction.

1. Application of environmentally sound development principles.
 - a. The principle of intergenerational justice
Maintaining the beauty and cleanliness of the river which is the icon of Oling River Food is the key to justice between generations. The people who are the key managers of Oling River Food accompanied by the irrigation and tourism services always maintain the cleanliness and beauty of the river. This must be maintained considering the sustainability of the existence of Oling River Food tourism.
 - b. The principle of justice in generations
The principle of fairness in generations has been applied at Oling River Food. This can be seen from the types of activities available at Oling River Food that can be applied by various ages. In addition, the existing facilities are also managed and enjoyed together.
 - c. Principles of early prevention
Culinary Oling fish or eel which is the main menu and characteristic of Oling River Food cannot be enjoyed by visitors or tourists every day. Visitors or tourists can enjoy it only on Saturday or Sunday. This is because the supply of eel or Oling is limited and the price is quite expensive. There needs to be anticipation in the form of empowering eel or Oling carried out by the local community so that the supply of eel or Oling is fulfilled and can reduce prices.
 - d. Principles of protecting biodiversity
The principle of protecting biodiversity can be seen from the many shady trees located along the Oling River Food river. However, so that this principle can be maximised, various types of flora can be planted and preserved in a very large area. In addition, the presence of various types of fauna can also be an attraction at Oling River Food.
 - e. Environmental cost internalisation
The Village Government, Regency Government and related agencies have not allocated special costs for maintenance and damage at Oling River Food. This cost is important, considering that Oling River Food is included in the Banyuwangi Festival agenda and is one of the natural tourist attractions that can continue and be developed.
2. Application of green economy principles
 - a. Prioritising use value, intrinsic value and quality
Oling River Food utilises the river as the main attraction that binds visitors or tourists. Realising that the river presents beauty and tranquillity, the community complements it with local culinary specialties and river crossing attractions. This is the application of the use value, intrinsic and quality owned.
 - b. Following the flow of nature
The use of a 2 kilometre green river and activities that can be carried out on the banks of the river are potentials that are utilised by the community to make Oling River Food an attractive attraction. Natural resources owned are wealth that is used as the main attraction of Oling River Food.
 - c. Garbage is food
The garbage in Oling River Food is garbage that comes from leaves that fall from trees along the river. The leaf litter naturally and commonly falls along the river and does not interfere with the beauty or cleanliness of Oling River Food. The waste from food stalls is collected in landfills so that it does not disturb visitors or tourists. However, the waste has not been separated between organic waste and inorganic waste so that it has not decomposed and become food in the soil.
 - d. Neat and diversity of functions
The local community consisting of sellers at food stalls and river boat providers, local village governments, district governments, and related agencies, namely the tourism office and the irrigation service, have their respective functions in accordance with the existing duties and

- authorities. In the management aspect, the community is the main actor who has the main function in managing Oling River Food
3. **Appropriate scale/relatedness scale**

Utilization of rivers and riverbanks is a very effective tourist attraction. However, looking at the potential and opportunities, there are still many areas or potentials that can be developed. Thus, the wider community can feel the use value of this attraction

 - a. **Diversity**

There are various activities that visitors or tourists can do at Oling River Food, namely special culinary, along the river by boat, doing various activities with groups as well as recreation and leisure.
 - b. **Self-efficacy, self-organization, and self-design**

The attraction that exists can grow and improve self-ability, self-organization and self-design than the community involved in managing it. Due to the lack of maximum potential and opportunities developed, the ability of the community or human resources at Oling River Food has not been fully honed properly. There needs to be coaching and socialisation so that existing human resources can improve in terms of capabilities and organisation.
 - c. **Participation and democracy**

Participation and democracy have been implemented at Oling River Food. This can be seen from the community's participation from the beginning of the opening of Oling River Food to its management. In management, the people involved are also free to express their opinions and contribute to decision making.
 - d. **Creativity and community development**

From the beginning of the opening of Oling River Food, it can be seen that the number and variety of activities that can be done by visitors and the variety of culinary offerings are still constant. Creativity is not yet visible in the management of Oling River Food, so this attraction still needs to be developed and maximised.
 - e. **Strategic role in landscape-made environments and spatial design**

The Oling River Food tourist area already has a good layout, it can be seen from the river area, riverbanks and typical culinary. which is still quite wide. This will further maximise the potential of Oling River Food and increase the interest of visitors or tourists.
 4. **Application of the concept of Ecotourism in the development of Oling River Food tourist attraction**

The concept of ecotourism combines environmental and economic approaches. According to Low Choy and Heillbronn (1996), the five principles of ecotourism are environment, community, education and experience, sustainability and management.
 - a. **Environment**

Oling River Food Tourism offers natural beauty of nature. The existence of a stretch of green river and shady trees and a large area on the riverbank is the natural beauty that Oling River Food has.
 - b. **Public**

The existence of Oling River Food creates job opportunities for the local community. Local people also sell special foods at the stalls built at Oling River Food. In addition, the community also provides boat facilities to cross the river. This has an impact on the community's economy. Thus, the community is affected by this attraction.
 - c. **Education and experience**

In addition to natural beauty and promises a calm atmosphere, attractions must also provide educational facilities and provide experiences for visitors or tourists. Seeing the potential that is owned, it can be made a means of fishing for Oling or eel that provides an experience for tourists. In addition, educational facilities for planting and picking fruit can also be made in large riverbank areas.
 - d. **Sustainable**

The cleanliness of the river that is always maintained and the preservation of the trees in Oling River Food make this attraction sustainable. This can be maximised by providing

education to the public regarding waste management at Oling River Food. If waste is managed properly, this will make Oling River Food a sustainable attraction.

e. Management

In order to develop optimally and sustainably, collaboration from various parties is needed. The local community, village government, district government, irrigation service and tourism office must be actively involved and collaborate in management.

Discussions

Oling River Food tourist attraction development model

The tourist attraction of Oling River Food has various potentials that need to be developed and problems that must be addressed immediately. The Oling River Food Tour was opened at the initiative of the local community. Then with the help of the village government, district government, irrigation service and tourism office, Oling River Food tourism is packaged to be more attractive and is scheduled in the Banyuwangi Festival program. In the process, Oling River Food must continue to be maintained and cared for by the local community as the main manager. Therefore, the right development for Oling River Food is community-based development. By involving the community as the main manager by paying attention to the concept of green economy and ecotourism, Oling River Food can become a sustainable attraction in environmental, economic and social aspects.

The potential that exists in Oling River Food is the potential for beautiful and sustainable natural resources, human resources that are quite large and active in management, as well as the potential for facilities and attractions that can be continuously created at Oling River Food. The problems that exist in Oling River Food are the lack of public knowledge about tourism, the lack of community creativity to be able to develop attractiveness and the limited funds they have to be able to add facilities. Seeing the potential and existing problems, the solutions that can be applied are assistance or socialisation to managers or local communities, promotion and marketing as well as policies and commitments between the government and related agencies. With this solution, it is hoped that the Oling River Food tourist attraction will become a sustainable attraction from an environmental, economic and social perspective and the community will benefit from the development of a tourist attraction.

The results of this research stated that to develop Oling River Food can be seen first in terms of potential and problems faced. The potential is in the form of natural resources, human resources and facilities and attractions. The problems faced are lack of knowledge, lack of creativity and limited funds. While the solutions that can be faced are accompaniment, policy and commitment, marketing and promotion. The expected outcome is continuing attraction in terms of the economic, social and environment, and society benefits. These results are a development of research conducted by Sugiarti (Sugiarti, 2015). The outcome of this research is not only felt by the community, but also concerns sustainable attractiveness. In addition, the solutions obtained in this study also not only concern solutions in terms of human resources, but also concern assistance from external parties or academics in the form of accompaniment.

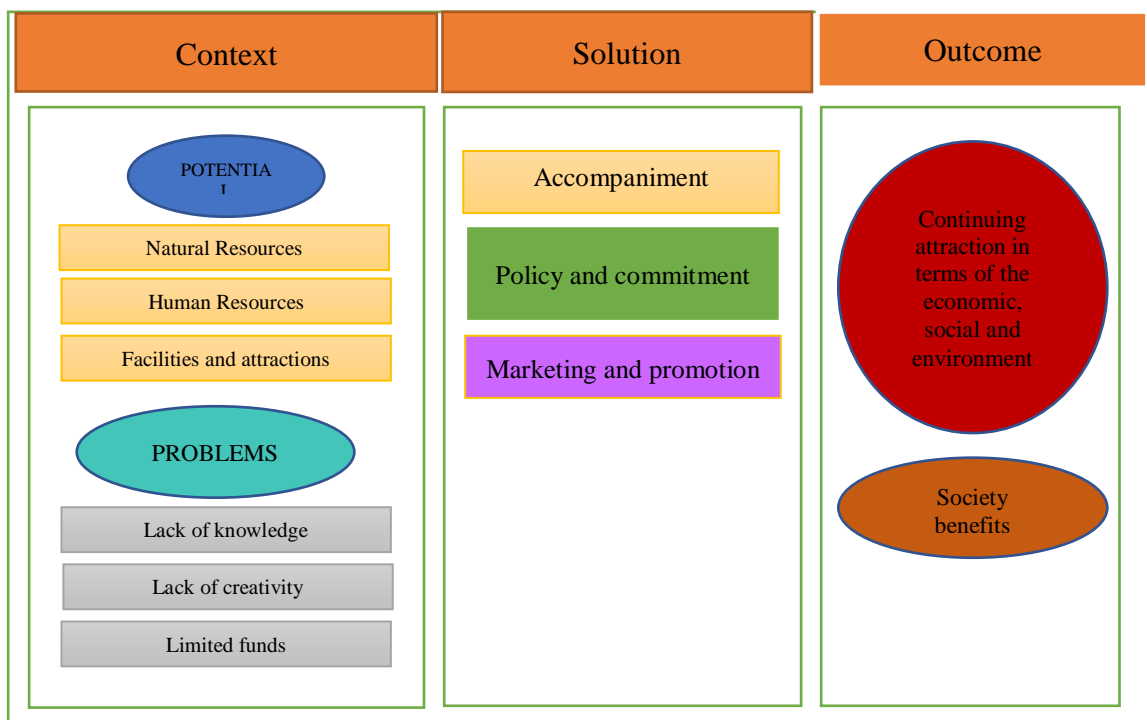


(Source: Haorrahman Web Article, 2019)

Figure 1. Oling River Food Entrance



(Source: Research Team, 2022)
Figure 2. Oling River Food's River



(Source: Research Team, 2022)
Figure 3. Tourist Attraction Development Model

Conclusions

In accordance with the concept of environmentally sound development, the tourist attraction of Oling River Food has implemented two of the five indicators of environmentally friendly development. The indicators that have been applied are the principle of intergenerational justice and the principle of justice in generations. Based on the green economy concept, the tourist attraction of Oling River Food has implemented five indicators out of ten indicators of the

green economy concept. Five indicators that have been implemented are prioritizing use value, intrinsic value and quality, following the flow of nature, rapid and diverse functions, diversity and participation and democracy.

As for the concept of ecotourism, the tourist attraction of Oling River Food has implemented two indicators out of five indicators, namely in terms of the environment and society. Based on the results of this study, a model for developing the tourist attraction of Oling River Food was made which contains potential, problems, solutions and outcomes. This model is expected to be the basis for the development of tourist attractions in order to pay attention to environmental, economic and social factors.

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