

## **GREEN ENTREPRENURSHIP BASED ON LOCAL WISDOM TO SUPPORT THE ATTRACTION OF SUSTAINABLE ECOTOURISM**

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### **ABSTRACT**

Optimally developing ecotourism in the regions requires strategic planning, utilization, control, institutional strengthening and community empowerment by paying attention to social, economic, ecological principles and involving stakeholders. With problems that threaten the destruction of ecosystems and the environment, the community is expected to be able to create green entrepreneurs that are beneficial to the environment. The government is also trying to support the environmental saving program by issuing Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning Environmental Economic Instruments which encourages ministries/institutions/work units or regional institutions to use environmentally friendly goods and services. Community service carries out activities regarding green entrepreneurship and ecotourism in Bogor City, especially those related to ecotourism and sustainable community development through green entrepreneurship as the main weapon in increasing the attractiveness of ecotourism destinations in Bogor City. There is still a need to carry out research studies regarding green entrepreneurship and ecotourism as well as sustainable community development. The aim of this service is to help the community, especially MSMEs, who support ecotourism development and planning, especially the relationship between ecotourism and sustainable community development through green entrepreneurship as the main study in increasing the attractiveness of ecotourism destinations in the city of Bogor.

**Keywords:** green entrepreneurship, ecotourism, destination, sustainable community

### **1. INTRODUCTION**

The development of tourism in Indonesia has been regulated in Law No. 10 of 2009, then the Regulation of the Minister of Home Affairs No. 33 of 2009 concerning guidelines for the development of ecotourism in the regions becomes a policy and guideline for the City of Bogor to develop the uniqueness and potential of its area. This regulation of the Minister of Home Affairs clearly states that ecotourism is a potential natural resource, environment, and natural cultural uniqueness, which can become one of the leading sectors of the region that has not been optimally developed (Syah, 2017). In order to optimally develop ecotourism in the regions, it is necessary to plan strategies, utilize, control, strengthen institutions and community empowerment by taking into account social, economic, ecological principles and involving stakeholders.

Its natural beauty makes Bogor City have a high tourism potential. In 2021, according to the Antara (News.com) news, there were 6,458,563 tourists who came to Bogor City in 2021, where domestic tourists numbered 6,455,954 and foreign tourists dropped drastically only 2609 people, even though in the previous year it had reached 287,681 tourists. Based on data reported by BPS, the number of travel bureaus and transportation agencies in Bogor City has increased from 2013 to 2018.

Various development programs are developed by the City of Bogor in various sectors. In addition to agriculture, the tourism sector is one of the mainstays of its economy. With natural conditions and diverse crocodiles, Bogor City has a very potential tourist destination. Some will tourist attractions are able to become rivals to other cities or provinces such as Sukabumi and Bandung. As in the city of Bandung, there are many hotels and other accommodation facilities built in these tourist attractions that have international standards. The city of Bogor also has quite famous cultural tourist destinations such as the Bogor Palace which has been famous since the Dutch era and various other places.

The development of sustainable tourism is an important issue in the tourism industry today. Deep discussions in the area have involved many academics, governments and also private companies. Tourism and the creative economy play an important role in supporting Indonesia's development. This can be seen through its contribution to gross domestic product (GDP) and the availability of employment, both directly

and indirectly. In line with this, the tourism and creative economy sectors contributed 11.8% to Indonesia's GDP and 14.66% to total employment (Kartikasari, 2018).

With the availability of abundant natural resources and diverse cultures and supported by significant domestic and international market potential, Indonesia is faced with the challenge of how to use these assets to benefit the country and society. Sustainable development has been established within the legal framework, but its practical implementation is still not consistently implemented. Human resources in tourism and hospitality are strategic issues that will determine the quality of achieving national development goals and also in increasing Indonesia's global competitiveness.

Tourism development is inseparable from the government's goal to empower people to achieve prosperity. In line with this goal, the Bogor City government can align tourism development with the development of Micro, Small and Medium Enterprises (MSMEs), where MSMEs in Indonesia are proven to have a very penti ng role in the national economy, especially in the aspects of increasing employment opportunities, income equality, rural economic development, and increasing non-oil and gas exports. The government strongly supports the development of MSMEs through various policies that have been issued.

The development of MSMEs in Bogor City is carried out in the context of realizing ecotourism, which is another form of alternative to the tourism industry which has consistently continued to grow on a global scale over the past few years (UNWTO, 2011).

According to Tencer & Cadoso (2014), innovation arises because of chaos and unhealthy market domination. (Ivanus & Repanovici, 2016) mention that MSMEs need to have a clear innovation strategy, adapt to market demand, make changes to production costs and demonstrate product quality to increase economic growth. As supported by (Christensen *et al.*, 2018), MSMEs innovate to ensure their business continuity is maintained. Thus, innovation is very important for business continuity (Wulandari and W.L Koe., (2021).

This is the latest opportunity to generate income from natural resources without destroying the context. Basic principles that refer to the goal of minimizing negative impacts on the environment, conforming to local culture and actively contributing to the economic development and welfare of local communities and the stakeholders involved in them. Ecotourism has the potential to be a driver of sustainable tourism development and also provide opportunities for the development of undeveloped areas for poverty alleviation. It is a stimulant of economic development and social welfare of society and at the same time aims to preserve the natural environment and cultural heritage through the creation of environmental awareness.

Community participation in the tourism planning process is recommended as a step towards implementing sustainable tourism, in this case including stages of community participation, redistribution of power, process of collaboration and creation of social capital, about various knowledge and transformation of the learning process, the process of involving all stakeholders-local government officials, local residents, architects, developers, business people, and planners .

The purpose of this implementation is to build a model of ecotourism development and planning in the context of developing countries, especially the relationship between ecotourism and sustainable community development through green entrepreneurship as the main weapon in increasing the attractiveness of ecotourism destinations in Bogor City.

**Partner's Problem.** A fundamental problem in the development of sustainable ecotourism based on local communities is that there is no clear format of local community development to achieve the welfare of local communities but remains within the corridors of the main function of conserving nature. Furthermore, in the development of green entrepreneurship, it is not easy to build business actors with the spirit of community and environmental servants or community service institutions with entrepreneurial spirits and environmental insights.

Community empowerment is the main key to developing community welfare through tourism. Community empowerment is also a requirement to develop sustainable tourism. The development of ecotourism attractions needs to be continued with the empowerment of the surrounding community to improve their welfare but on the other hand remain responsible for preserving nature. Empowerment is carried out step by step with proper perception and interpretation in order to avoid the fallacy of sustainable empowerment.

Green Entrepreneurship is the right solution for community empowerment towards improving community welfare by planning the development of sustainable ecotourism. The development of sustainable

ecotourism is the responsibility of all stakeholders. All issues in the development of ecotourism that create negative impacts must be addressed by all stakeholders, namely the government, NGOs, the private sector and academia, including local communities, to prevent or avoid damage to socio-cultural and environmental.

The primacy (urgency) in this implementation is the urgent need for policy patterns and strategies for developing the concept of green entrepreneurship to support the attraction of tourists visiting ecotourism destinations in Bogor City. So the issues that will be discussed are: a) What are the variables that can develop the concept of green entrepreneurship?; b) Among the variables of green creativity, green proactiveness, green innovativeness, green risk-taking, green resources, and green value creation, which variables support ecotourism programs?

Activity Objectives. The purpose of this implementation is to build a model of ecotourism development and planning in the context of developing countries, especially the relationship between ecotourism and sustainable community development through green entrepreneurship as the main weapon in increasing the attractiveness of ecotourism destinations in Bogor City. This community service is expected to provide input for ecotourism development and planning models in the context of developing countries, especially the relationship between ecotourism and sustainable community development through green entrepreneurship in increasing the attractiveness of ecotourism destinations in Bogor City.

## 2. METHOD

Broadly speaking, the patterns used in the implementation of community service activities include: discussions, training and mentoring (groups or individuals), para peserta invited to come in meetings and discussions. This activity is an implementation activity carried out based on the study of problems faced by partners. Through the formulation of appropriate problems, this activity is expected to provide solutions faced by the City of Bogor, especially in promoting destinations in the region. This activity focuses on green entrepreneurship for community empowerment towards improving community welfare in planning the development of sustainable ecotourism, with the main indicators of its development being green innovativeness, green proactiveness, green risk taking.

Benefits of Activities: (a) To improve the welfare of local communities in the long term; (b) Participants get knowledge about the development of ecotourism in their area; (c) Increase participants' enthusiasm and confidence in their efforts.

Implementation Method. Service activities will be carried out in Rancabungur District Bogor on a recession basis, joining socialization and counseling activities will be held by providing supplies to MSMEs-IKM entrepreneurs. To provide solutions to problems, the stages of activity are structured as follows:

Table 1. Solution and problem

No.	Activity	Output
1.	Compilation of counseling and trainingwork programs:	Availability of the preparation of counseling programs and work training programs so that the activities carried out become more organized and directed. This program includes all matters that are technical, managerial and scheduling (time schedule).
2.	Preparation of training facilities and infrastructure:	Availability of facilities and infrastructure for training and counseling.
3.	Field coordination.	Ensure that the audience that is present matches the target to be achieved
4.	socialization programs	There is an understanding and common perception regarding the purpose of this activity.
5.	Mentoring and application	Able to find, analyze and provide solutions to problems that may arise from the implementation of the program
6.	Reporting and publications	Activity Report; Print/electronic/online media publications; Activity Videos
7.	Monitoring	Conduct regular evaluations

### **3. RESULTS AND DISCUSSION**

This community service activity was held on February 15 2023 in the Ranca Bungur District, Bogor which was attended by 45 participants consisting of MSMEs-IKM entrepreneurs, Lecturers and also students of the Faculty of Economics and Business, Mercu Buana University, in Cimulang Village, Rancabungur District, Bogor with a system of meeting directly on the spot or offline. Community service activities have resulted in increased knowledge of various materials on Business Sustainability: Viewed From Various Management Perspectives (Marketing, Finance, Human Resources and Operations) by promoting Green Entrepreneurship Based On Local Wisdom which has become an interesting issue among Indonesian people in recent years final. In the midst of increasing environmental awareness, awareness to buy environmentally friendly products, aka green products, is also increasing.

Realizing the importance of the issue of Green Entrepreneurship in society, especially micro, small and medium enterprises (MSMEs) Mercu Buana University through the Community Service Program held a webinar entitled "Business Sustainability: Viewed From Various Management Perspectives (Marketing, Finance, Human Resource and Operation)".

The Community Service event was held in collaboration with the University of Malaysia Trengganu (UMT), as a guest speaker from UMT namely Prof. Dr. Yusliza Mohd Yusoff who said that sustainability strategies are developing rapidly within companies today in response to the challenges and disasters that climate change brings, and are increasingly threatening to bring to our world. Ultimately, hiring a sustainable workforce helps organizations feel more comfortable and proud of the impact their offices and other facilities have.

Meanwhile, the community service activities chaired by C. Widayati, raised the theme "Green Entrepreneurship Based on Local Wisdom". Tourism development is inseparable from the government's goal to empower people to achieve prosperity. In line with this goal, the Bogor City government can align tourism development with the development of Micro, Small and Medium Enterprises (MSMEs), where MSMEs in Indonesia are proven to have a very penti ng role in the national economy, especially in the aspects of increasing employment opportunities, income equality, rural economic development, and increasing non-oil and gas exports. The government strongly supports the development of MSMEs through various policies that have been issued.

The development of MSMEs in Bogor City is carried out in the context of realizing ecotourism, which is another form of alternative to the tourism industry which has consistently continued to grow on a global scale over the past few years (UNWTO, 2011). This is the latest opportunity to generate income from natural resources without destroying the context. Basic principles that refer to the goal of minimizing negative impacts on the environment, conforming to local culture and actively contributing to the economic development and welfare of local communities and the stakeholders involved in them. Ecotourism has the potential to be a driver of sustainable tourism development and also provide opportunities for the development of undeveloped areas for poverty alleviation. It is as a stimulant of economic development and social welfare of society and at the same time aims to preserve the natural environment and cultural heritage through the creation of environmental awareness.

Recognizing the importance of the issue of Green Entrepreneurship Based on Local Wisdom in the community, especially Micro, Small and Medium Enterprises (MSMEs) in the district of Rancabungur Bogor, Mercu Buana University through the Community Service program. The importance of MSMEs in implementing Green Entrepreneurship, one of which is starting to use environmentally friendly entrepreneurs/taking advantage of technological developments. MSMEs are expected to be able to educate their employees about the importance of business continuity by implementing product management.

With a series of community service workshops held by Mercu Buana University and MalaysiaTrengganu University (UMT), it is hoped that all participants will be able to apply them in the world of business and green entrepreneurship-based businesses. Workshop participants were evaluated at the last session by providing assistance forms to several participants and they were asked to fill out and submit the material they had received. The participants were very enthusiastic about this training, and gave a positive response.

#### **4. CONCLUSIONS**

The participants were very enthusiastic about this community service workshop and really hoped that this activity could continue. Participants are expected to benefit from this training. These benefits include knowledge and understanding of Green Entrepreneurship Based on Local Wisdom, the importance of the issue of Green Entrepreneurship Based on Local Wisdom in society, especially Micro, Small and Medium Enterprises (MSMEs) in the district of Rancabungur, Bogor. Where this knowledge is very useful for their provision when applying it in the world of business and business based on Green Entrepreneurship Based on Local Wisdom. This workshop is very useful for entrepreneur participants and also students in terms of preparing themselves to prepare their knowledge and mentality to enter the business world, especially in entrepreneurship, and those who will directly work in companies.

Suggestions. Participants suggested that the next Community Service activity in the Software Training Program for the application of information technology for digital sales management were invited to be millennial MSME entrepreneurs, so that young people were interested in becoming successful entrepreneurs.

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