

# Sustainable Tourism in Pontianak, West Borneo: The Voice of The Stakeholders

**Diena Mutiara Lemy<sup>a</sup>, Theodosia C. Nathalia<sup>b</sup>, Yustisia Kristiana<sup>c</sup>,**  
<sup>a,b,c</sup>Universitas Pelita Harapan, School of Hospitality and Tourism, UPH  
Tower D 3rd floor Lippo Village Karawaci Tangerang Indonesia, Email:  
<sup>a</sup>[diena.lemmy@uph.edu](mailto:diena.lemmy@uph.edu), <sup>b</sup>[theodosia.nathalia@uph.edu](mailto:theodosia.nathalia@uph.edu),  
<sup>c</sup>[yustisia.kristiana@uph.edu](mailto:yustisia.kristiana@uph.edu)

Sustainable tourism has become an essential topic in the world today, and Indonesia is one of the countries that are focussing on that. The government shows its seriousness by the signing of a memorandum of understanding (MoU) between the Ministry of Tourism of The Republic of Indonesia with 20 regencies/cities – one of them is Pontianak, the capital city of West Borneo (West Kalimantan). Even though the city leaders have signed the MoU, the implementation is not clear yet. Despite the tourism potential, the stakeholders think that tourism development still needs to be accelerated. The purpose of this paper is to identify the key factors that concern stakeholders regarding sustainable tourism and what should be done to accelerate tourism development in Pontianak. The results from interviews and Focus Group Discussion clearly showed the dedication commitment from the tourism stakeholder in Pontianak and support of the government is greatly needed.

**Key words:** *Sustainable Tourism; Tourism Destination; Tourism Stakeholders.*

## Introduction

The tourism industry has been going through stable growth for the past decades. Tourism has an important role to play in the improvement of a multitude of areas both in developed and developing states (Guaita, Martín, Salinas, & Mogorrón-Guerrero, 2019). Data from the World Economic Forum show that in 2018 this industry had generated 10.4% of world GDP. Besides, it has also generated about 10% of employment (World Economic Forum, 2015). By 2018, the increase in global tourism had reached (3.7 percent) (UNWTO, 2019a). Therefore, many countries are starting to focus on developing their tourism potential. However, with various issues related to politics, socio-culture, and environment nowadays, tourism

development must apply careful planning for tourism management and the carrying capacity of the destinations. Thus, the concept of sustainable tourism is a relevant consideration. Sustainable tourism is defined as "tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (UNEP & UNWTO, 2005). In other words, it can be said that developing tourism using the sustainable tourism concept will give benefits now and then, and at the same time, also anticipate the current and future impacts of tourism development.

Sustainable tourism goals are seen as the kind of goals that are adaptive to any circumstances (Bramwell, Higham, Lane, & Miller, 2017). Indonesia is also focussing on sustainable tourism development. The seriousness of the government on sustainable tourism has been proved by the signing of a memorandum of understanding (MoU) between the Ministry of Tourism of The Republic of Indonesia with 20 regencies/cities that show serious commitment in applying sustainable tourism in their destinations (Lemy, Teguh, & Pramezwarly, 2019). The next action regarding sustainable tourism was the issuance of the Regulation of The Ministry of Tourism of The Republic of Indonesia No. 14 for the year 2016 (Kemenpar, 2016).

One of the destinations who signed the MoU is Pontianak, the capital city of West Borneo (West Kalimantan). It was founded in 1771 as the capital city of Pontianak Sultanate. There is a big river which flows in the town called the Kapuas River. The population of Pontianak is a mixture of the Chinese and Malays as the biggest population, followed by Bugis, Javanese, Madurese, and the Dayak community. The city can be accessed by air, sea, and land. Supadio Airport connects the city with the rest of the cities in and outside Kalimantan. Dwikora seaport is available for boats and ferries to serve commercial and other industries in the city. The unique feature of Pontianak is the Khatulistiwa (Equator) monument. Pontianak City is right on the equator. The city is one of the cities that lies at zero degrees latitude, commonly referred to as the equator. In this city, a tower was built, which was named the Equator Monument; a tower built by a geographic expedition team led by a Dutch geographer.

Keyim (2018) stated that tourism is recognised as a potential systematic development for peripheral rural communities. At the same time, it can be a way to face various obstacles and changes. It is known that stakeholders have a significant role in the development and management of tourism in a destination (Graci & Van, 2020). According to Haywood (2000), high involvement of the community in tourism destination planning will lead to better quality and value-added components in the related destination. The participation of the community also ensures the fair and good implementation of strategic plans.

(Hatipoglu, Alvarez, & Ertuna, 2016) conducted research that focusses on the views and priorities of local stakeholders during the planning stage as a tourism destination. The

awareness of the critical issues of the local communities as the stakeholders of the destination are identified. Nowadays, the stakeholders' opinions and consultation are considered necessary in the implementation of sustainable tourism development (Hardy & Pearson, 2018; Mak, Cheung, & Hui, 2017). Not only that, the recognition of stakeholders has to accommodate the understanding of their subjectivities. By having a good knowledge of this aspect, neither opposition nor support on tourism development can be anticipated (Hunter, 2013; Kuvan & Akan, 2012; Phi, Dredge, & Whitford, 2014).

Referring to the explanation regarding the important role of tourism stakeholders, this paper is intended to firstly; identify the key factors that concern stakeholders regarding sustainable tourism in Pontianak; second, what are the obstacles of sustainable tourism development in Pontianak; and third, what should be done to accelerate tourism development in Pontianak?

## Literature Review

### *Tourism*

Tourism can be defined in various ways. It is a business of hospitality and travel (Cook, Hsu, & Marqua, 2014). The most widely acceptable term is that tourism is a temporary activity that involves the movement of people to the place outside their residence for pleasure purposes. This movement causes the rise of many businesses to cater to travellers' needs (Camilleri, 2018). Several concepts are considered related to tourism, and they are leisure, entertainment, hospitality, and recreation. It comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 2019b). From the definitions, we can conclude that tourism is an activity that is:

- a. Essentially leisure activities, not for working
- b. Basically, temporary short-term movement
- c. The travel is to the place that is different from the origins of the traveller
- d. The movement stimulates various businesses.

Thus, tourism is a complex and multidimensional activity. As an industry, it is connected to many sectors. It also has a high impact on various life aspects (Lemy, 2018).

As a consequence, good development planning and the involvement of various stakeholders are needed. Tourism has played an essential role in the development of a multitude of regions, both in developed and developing countries. It must avoid spontaneous development that can lead to more negative impacts rather than positive. Not only that, but tourism is also highly related to the service industry (Cook et al., 2014). It can be explained that many tourism

products are intangible, and can only be experienced by the tourists. Also, many tourism products need to be produced and consumed by a human. From this explanation, we can see the connections between tourism and service.

### ***Sustainable Tourism***

“Sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. Sustainable tourism should thus make optimal use of environmental resources, respect host communities, and ensure viable, long-term economic operations, providing benefits that are distributed fairly among all stakeholders” (UNEP & UNWTO, 2005). From the definition, we can see comprehensive and holistic considerations of this concept. It must be beneficial for the residents, as well as satisfying the visitors. It must also give benefits to the current tourism stakeholders, and at the same time, anticipate the welfare of future tourists.

Nowadays, the concept of sustainable tourism has become the focus of attention for tourism business stakeholders. There is a growing consumer demand on the sustainable tourism program, and at the same time, tourism suppliers are also preparing more green products and programs to support sustainable tourism. Besides, governments from many countries, as well as international agencies, are also making new policies to drive the implementation of sustainable tourism (GSTCouncil, 2013). However, it is essential to make the definition of sustainable tourism clearer. Therefore, the Global Sustainable Tourism Council (GSTC) created a set of criteria in an effort to attain a common understanding on how to make a destination sustainable. To meet the definition of sustainable tourism, a destination must put forward an interdisciplinary, holistic, and integrative approach that includes these objectives:

- a. demonstrate sustainable destination management
- b. maximise social and economic benefits for the host community and minimise negative impacts
- c. maximise benefits to communities, visitors and cultural heritage and minimise impacts
- d. maximise benefits to the environment and minimise negative impacts.

The implementation of sustainable tourism may protect the development of tourism because a sustainable tourism approach can be functional as a mechanism to conserve natural and cultural resources. This approach is in line with the rising concern about taking care of the environmental quality and, at the same time, improving it (Lino Rodrigues de Jesus, 2010). With full awareness that tourism activities may result in negative or positive impacts on environmental, social, cultural, or economic arenas, thus sustainable tourism as an alternative concept is needed. Referring to the description, it can be said that the objective of sustainable tourism is (Lino Rodrigues de Jesus, 2010):

- a. contribute positively to environmental conservation and economic development
- b. promote equitable development
- c. improve the quality of life of the populations visited
- d. offer visitors quality life and educational experiences
- e. maintain environmental and socio-cultural quality.

The emphasis in sustainable tourism development is placed on environmental conservation planning. It would involve a mix of research as the preliminary activities as the first point to decide the tourism development direction (Angelevska-Najdeska & Rakicevik, 2012). Sustainable tourism in protected areas has many potential benefits because it conserves the natural and cultural heritage and improves the local communities' quality of life (Eagles, 2014)

### ***Sustainable Tourism Stakeholders***

Stakeholders of tourism are defined as any person or any group of people that can make impacts on or are being impacted by tourism development (Freeman & McVea, 1984). Tourism stakeholders are the key to whether a sustainable tourism development implementation is successful (Gunn, 1994). Tourism stakeholders, as people who have a curiosity in the territorial process, also may gain from their regions' evolution, directly or indirectly (Wanner & Pröbstl-Haider, 2019). This type of stakeholder is referred to as primary (Waligo, Clarke, & Hawkins, 2013). Tourism stakeholders must be involved in the planning process because they are the ones who will be affected by the development. Moreover, there are also possibilities that the stakeholders are also the ones going to carry out the plan.

There are different forms of stakeholder participation in tourism. The forms of participation are public hearings, advisory committees, surveys, focus groups, public deliberation, citizen review panels, collaboration, civic review boards, workgroups, implementation studies, and written comments (Byrd, 2007).

The existence of an organising body is also essential. Valente et al. (2015) researched the Regional Tourism Organisation (RTO). An RTO will act as an organisation in charge to lead and direct tourism development, including the industry and the community, to achieve the same goals and also to overcome the challenges (Susanne Becken, 2013; Torres-Delgado & Palomeque, 2014).

### **Methods**

This research is conducted using interviews and Focus Group Discussions (FGD) in gathering the data. The subjects of this research are the leading tourism stakeholders in Pontianak,



which consists of stakeholders from the Food and Beverage Business, Hotel Industry and Hotel Industry Association, Travel Industry and Travel Association, Tourism Promotional Board, and Pontianak Tourism Office as the representative of the government.

Besides FGD with the stakeholders, observation of the tourist attractions in the area is also being done. The tourist attractions being observed are shown in table 1.

**Table 1. Pontianak's Tourist Attraction**

No.	Tourist Attraction	Description
1	Kadariyah Palace (Istana Kadariyah)	Sultan SyarifAbdurahman built Kadariyah Palace in 177. This palace has attractive colours and builds in a special material like belian wood, which is famous for its strength. Inside the palace, the throne of the sultan and the empress is displayed complete with photos, clothing, and collections from the sultan and also an Al-Quran written by Sultan Syarif Abdurrahman Alqadrie.
2	Jami' Mosque (Masjid Jami')	Jami Mosque, also known as Sultan Syarif Abdurrahman Mosque, is the oldest mosque and the large wooden mosque in Pontianak. Build with four main pillars made of wood and a stilt house model to avoid flooding when the Kapuas River was overflowing. Jami Mosque can accommodate more than 1500 people for praying.
4	Aloe Vera Centre	Aloe Vera Centre is one of tourism-based education. Located in Budi Utomo Street, exactly in Siantan Hulu, North Pontianak. Aloe Vera Centre is a place where there is cultivation of aloe vera plants and the processing of these crops into various products of aloe, like various snacks and drinks, and also a beauty treatment.
5	PSP, PusatOleh-Oleh Pontianak	PSP is located in Pattimura street. PSP is the central place of a souvenir shop in Pontianak. This place provides various souvenirs like handicraft, culinary, batik, t-shirt, and many products from local people.
6	Kuantan Tourism Village (Kampung Wisata Kuantan)	Kuantan Tourism Village is located in Gang Kuantan, Imam Bonjol Street. This village became a very "instagrammable" place because it is painted with colours on roof, wall, and fences.
7	Rumah Melayu	Rumah Melayu is a replica of the Traditional house of Melayu that is located in Perkampunganbudaya, Jalan Sultan Syahrir, Pontianak, side by side with Rumah Radakng. Built-in an area of 1.4 hectares, this place used by the locals for many activities like wedding receptions, community activities and social activities, meeting rooms, also as a tourist attraction. The house symbolises the philosophy of cooperation, the unity of continuity and social solidarity in the Malay community, "Custom is upheld, culture is honoured."
8	Rumah Radakng	Rumah Radakng is a replica of the traditional house of Dayak in West Kalimantan, which was constructed by the city government in Jalan Sultan Syahrir, Pontianak. Tourist attractions mainstay of the city's government won a record as the longest in traditional Indonesian house with the length that reaches 138 meters with a width of 5 meters and a height of 7 meters.

## Results and Discussion

According to the observation being made on some tourist attractions in Pontianak, it was clear that many improvements need to be made. In terms of a sustainable tourism context, the attractions have to improve their management. By improving the management, the impacts on economic benefits, tourist and community satisfaction, and environmental conservation will be positive. Thus, Pontianak can promote its town as the destination with a sustainable tourism focus.

The list of questions given to the stakeholders is presented in Table 2.

**Table 2. FGD Questions**

No.	Questions
1	What is the role of tourism for the welfare of related destinations?
2	What are the stakeholders' assessments of the current tourism activities?
3	Is existing tourism applying the principles of sustainable tourism? Give the reason;
4	According to the FGD participants, who is responsible for managing tourism in the destination?
5	What is the performance of tourism managers?
6	What characteristics or capabilities must tourism managers have in the destination to realise sustainable tourism?
7	Regarding the mental revolution in government, what kind of mental revolution can happen to be realised?
8	What constraints can hamper the development of sustainable tourism in this destination?
10	Are there positive case studies of sustainable tourism in a related destination?
11	Are there negative case studies of sustainable tourism in related destinations?

The result of FGD showed the vibrant spirit of the tourism stakeholders of Pontianak. They agreed that the tourism sector is essential to be developed because it can increase the welfare of the residents in the destination; to achieve that, the stakeholders realise good and careful planning is needed. However, they admit that currently the tourism sector in Pontianak still needs a lot of improvement in terms of coordination and political commitment. Nowadays, some attractions are starting to apply the principles of tourism, even though the implementation is gradual.

Regarding this, the stakeholders hope for assistance and intensive mentoring from the government. However, clear guidelines and planning are needed. This response was proof that tourism stakeholders are the key to successful sustainable tourism implementation.

The FGD participants were also asked about who they think is responsible for managing tourism in a destination. The response to this question showed a sense of belonging to the destination, where they realise that every stakeholder must be responsible for the tourism development of this destination. Also, they stated that the government commitment is the primary support they need. Up until now, they feel that the government does not fully support tourism development in Pontianak.

Meanwhile, the performance of the tourism managers in Pontianak are various, depend on the type of business they lead. The managers in the Food and Beverage business, Hotel and Hotel Industry Association, as well as Travel and Travel Association, are considered to have good performance. The Tourism Promotional Board is also in good condition but facing many challenges. The Pontianak Tourism Office has to put in more effort since they are still being grouped with the Sport and Youth Office. The FGD participants agreed that leadership competency is essential, the managers also have to understand sustainable tourism fully and reflect it in their way of leading. Not only that, but the managers also have to be persevering, credible, and respected by the community. The mental revolution in managing the destination with a sustainable tourism concept needs a leader that is visionary, a risk-taker, and have a sense of business.

For the government side, the political commitment of the provincial government to develop Pontianak tourism has to be improved. It also must be supported with clear regulation and policy to attain optimum tourism development. Besides, the positive case of sustainable tourism implementation in Pontianak comes in the intention of some of the stakeholders to apply sustainable tourism. In contrast, the negative case was the lack of knowledge regarding sustainable tourism that has made the implementation not optimal.

## **Conclusion**

From the conducted research, it was clear that Pontianak has passionate tourism stakeholders for sustainable tourism. To make effective, sustainable tourism implementation, government commitment and support are highly needed. Political commitment will lead to many open doors, such as financing and capacity building. The limitation of this study comes from the limited sectors of stakeholders being interviewed in the FGD. The next research might include more stakeholders, as well as measuring the level of tourism activities implementation by the stakeholders.

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