

Green Entrepreneurship Development Strategy Based On Local Characteristic To Support Eco-Tourism Continuous

Soenarto

Yogyakarta State University Indonesia

Rahmawati

Economics and business Faculty Universitas Sebelas Maret Surakarta Indonesia

Anastasia Riani Suprpti

Economics and business Faculty Universitas Sebelas Maret Surakarta Indonesia

Rum Handayani

Art and design Faculty Universitas Sebelas Maret Surakarta Indonesia

Putu Sudira

Yogyakarta State University Indonesia

Email : rahmaw2005@yahoo.com

Abstract: The development of ecotourism can not be separated from the empowerment of local communities and small and medium enterprises (SMEs). The purpose of this research is to develop ecotourism development and planning model, especially the relationship between ecotourism and sustainable community development through green entrepreneurship development strategy by highlighting local uniqueness as the main weapon to enhance the attractiveness of ecotourism destination in NTB Province. Results of primary and secondary data collection have obtained SWOT picture which is useful to make the draft of village tourism policy in lombok NTB. Green Village based tourism entrepreneurship and local wisdom to enhance tourist attraction to Lombok NTB: Output, governance system of green entrepreneur development and Tourism Village in NTB province, consisting of (a) Policy of developing green entrepreneur and tourism village for ecotourism destination development (b) Action Plan green entrepreneur and green product (c) Planning Indicators and (d) Monitoring and evaluation system.

Keywords: green entrepreneurship, local wisdom, eco-tourism, Nusa tenggara barat.

INTRODUCTION

The development of tourism in Indonesia has been regulated in Law number 10, 2009, furthermore Regulation of the Minister of Home Affairs. 33 of 2009 on the guidelines of ecotourism development in the region into a policy and guidance for the province of West Nusa Tenggara to develop the uniqueness and potential of the region owned. This Regulation of the Minister of Home Affairs clearly states that ecotourism is a potential of natural resources, environment, and uniqueness of nature and culture, which can be one of the leading sectors of the region that have not been developed optimally. In

order to develop ecotourism in the region optimally, it is necessary to develop strategies for planning, utilization, controlling, institutional strengthening, and community empowerment by taking into account social, economic, ecological and involving stakeholders.

The province of West Nusa Tenggara (NTB) consists of two large islands, namely Lombok Island and Sumbawa Island and hundreds of other small islands totaling 280 islands.

NTB Provincial Government Center is located in Mataram City, Lombok Island. Various development programs developed NTB province in various sectors. In addition to agriculture, the tourism sector becomes one of the mainstay of its economy. With diverse natural and cultural conditions, NTB province has a very potential tourist destination spot.

Sustainable tourism development is an important issue in the tourism industry today. A very deep discussion of the area has involved many academics, government and private companies. Tourism and the creative economy play an important role in supporting Indonesia's development. This is seen through its contribution to the Gross Domestic Product (GDP) and the availability of employment, either directly or indirectly. In line with that, the tourism sector and the creative economy contributed 11.8% to Indonesia's GDP and 14.66% of total employment (ILO, 2012).

Tourism development is inseparable from the government's goal to empower the community in achieving the prosperity of life. In line with these objectives, the provincial government of NTB can harmonize the development of tourism with the development of Micro Small and Medium Enterprises (MSMEs), in which MSMEs or UMKM in Indonesia has proven a very important role in the national economy, especially in the aspect of increasing employment opportunities, income distribution, , and an increase in non-oil and gas exports. The government strongly supports the development of UMKM through various policies that have been issued.

The aim of this implementation is to build ecotourism development and planning model in the context of developing countries, especially the relationship between ecotourism and sustainable community development through green entrepreneurship as the main weapon to enhance the attractiveness of ecotourism destination in West Nusa Tenggara province. A fundamental problem in the development of sustainable local community-based ecotourism is the lack of a clear format of local community development to achieve local people's welfare while remaining within the main function corridor of conserving nature. Furthermore, in the development of green entrepreneurship is not easy to build business actors who spirited community and environmental servant or community service agencies that spirited entrepreneurs with environmental insight.

This urgency is an urgent need for policy patterns and strategies to develop the concept of green entrepreneurship to support the attractiveness of tourists visiting ecotourism destinations in NTB province. The concept of green entrepreneurship that will be developed through several variables are green creativity, green proactiveness, green innovativeness, green risk-taking, green opportunity focus, green resource utility, and green value creation that support ecotourism program.

THEORETICAL REVIEW

Global warming has become a serious problem and evokes the enormous challenge facing mankind. Waste is one of the contributors to environmental degradation if not managed properly. Independent participation of the population is needed to manage waste effectively and efficiently. This research was developed in Yogyakarta. The first year of research shows that Sukunan Village needs training in the field of design and products made of waste, especially stereoform waste and glass waste that will be used for raw materials to make brick products, concrete buis, and ornaments. Sukunan village also requires training in technology models, tools, green entrepreneurship spirit, and managerial concepts needed to find and capture market opportunities. So this research develops appropriate modules and training to provide the support of equipment needed by Sukunan Village.

Climate change is an urgent issue to overcome. If climate change arises from a causal relationship between the greenhouse effect and global warming then business sustainability is also a causal link between business and environmental behavior. As the motor of the economy of the country, small and medium enterprises (SMEs) in this climate change era should contribute optimally. SMEs and other tourism businesses must adapt to the environment as a way to win market competition while also conserving the environment. The existence of green entrepreneurship orientation will strengthen their eco-innovation to produce green products as an advantage to win the competition (Herman, 2015).

According to (Herman, 2015) stating that green Entrepreneurship is an appropriate solution for community empowerment towards improving people's welfare in the planning of sustainable eco-tourism development, the main indicators of development are green innovation, green-risk taking, green proactiveness, and green resources controlled SMEs and tourism business actors are business actors who really care about the environment and society. Concern is not partial but become the value that became the main basis of integrated ranging from vision-mission to business strategy. To support the effort of developing green entrepreneurship in ecotourism must be supported by efforts of promotion and strategy of green marketing is effective and sustainable. Green marketing through green advertising is the best and effective strategy in attracting tourists and consumers in changing their behavior to consume the green product (Herman, 2014). Growing green behavior on consumers will affect the courage of consumers to make decisions to buy green products and enjoy ecotourism.

Utilization of Cow Bones In Bone Ash Shape As Basic Material of Natural Dye (Slip Engobe) On Traditional Ceramics. In Pager Village Jurang Bayat District Klaten. The volume of animal bone waste around our environment is enormous. The nature of bone waste is very difficult to decompose, so it is necessary to find a method to reduce the waste so as not to disturb the environment. One of the methods used is the utilization of animal waste as the basic material of natural dyes for traditional pottery. In this research will be seen the potential of cattle waste to the chemical properties properties of bone ash

(bone ash). The method used in this research includes the process of calcination and homogenization, decoration analysis. The result of bone ash processing as a base material of natural dye called engobe slip has a smooth, lightweight, high temperature heat resistant characteristic in its application can be mixed with local red and black clay slips to lower the temperature level and bone ash binding to fit the soil slip temperature clay that the temperature range is between 4500 -7000C. The superiority of these qualities can be used as an alternative material for coloring dyes from paint, wall paint and varnish that have been used by craftsmen as a dye and decoration on traditional pottery objects in Pager Jurang Bayat Klaten Village.

Ecotourism. There are many terms used to link tourism development with the conservation of natural and cultural resources. Some of them are ecotourism, nature-based tourism, adventure tourism, sustainable tourism, and alternative tourism (Sproule, 1995). Ecotourism should be distinguished from natural attractions. Nature or nature-based tourism, covering any kind of mass tourism. Nature tourism is a tour that aims to enjoy wild life or undeveloped natural areas. Ecotourism demands additional requirements for nature conservation. Ecotourism activities use the appeal of natural resources in remote rural areas that can be an important source of economic diversification and the livelihood opportunities of nearby communities (Ashley *et al.*, 2001; UNWTO, 2011).

The International Ecotourism Society (TIES) in 1990, defines ecotourism as a responsible journey to the natural environment by constantly maintaining it and providing sustainable prosperity to local communities. This definition indicates a positive but positive support for the protection of natural resources by local communities and visitors, as well as an important social dimension for ecotourism. The definitions of (Ceballos-Lascurain, 1996) are environmentally responsible tours, exciting journeys and wildlife visits in order to enjoy and appreciate nature including every cultural feature that accompanies it both past and present, which promotes conservation, has an impact low visits, and provide benefits to the active involvement of local socio-economic communities. Another opinion of (Fairbrain *et al.*, 1998), ecotourism is a low-impact nature tourism that contributes to the maintenance of species and habitats both directly through contributions to conservation and / or indirectly by providing an adequate and valuable income to local communities, which is expected to be an active actor in efforts to protect wildlife and the preservation of its area. From some of the above opinions, ecotourism can be defined as a sustainable nature-based tourism activities that awaken the awareness of tourists and the community about the importance of nature conservation and the development of the welfare of surrounding communities.

Community-based Ecotourism. Community-based ecotourism approach promotes the need to promote both the quality of life of the community and the efforts of resource conservation. In the basic concept of Community-based Ecotourism (CBE) refers to efforts in ecotourism sector owned and managed by the community. Furthermore, CBE implies that the community manages the existing natural resources in order to earn

revenue through the activities of tourism enterprises and uses those revenues to improve its welfare. Therefore, CBE involves conservation, business, and community development.

According to (Sproule, 1995), in CBE concepts there will be community members directly involved (eg managers and workers involved with products or services for sale) and indirectly (the wider community selected by business managers and those who do not directly use natural resources), as well as community members who enjoy direct benefits (including workers, craft producers, tour guides, and surrounding communities) and indirectly (the wider community as recipients of community development projects funded by tourism revenues).

Some authors have suggested that the term ecotourism-based business should be used to differentiate environmental initiatives, but also to ensure that local community members have a high degree of control over the activity, and a significant proportion of the benefits gained (Liu , 1994; Ceballos-Lascurain, 1996).

Tourism Destination Ecotourism. With increasing interest to spend leisure time back to nature and increasing awareness about care for the environment, ecotourism has become one of the fastest growing segments of the world tourism industry (UNWTO, 2011). The 2002 declaration as the declaration of the International Ecotourism Year by the World Tourism Organization (WTO) reflects the importance of ecotourism in the global industry. It provides better relationships, reduces leakage of a country's income, creates local employment, creates multiplier effects and promotes sustainable development.

According to (Nemirschi *et al.*, 2014), one practical way to improve the development of tourism business in the community is to encourage the growth of local tourism entrepreneurs. To achieve this mission, a process is required to give birth to green entrepreneurs in the tourism sector. Furthermore, a community then develops appropriate policies to stimulate the growing interest in environmentally conscious entrepreneurship to support the attractiveness of the ecotourism sector.

Green Entrepreneurship. Tourism sector activity has been supported and responded positively by the Indonesian government in the hope of replacing the oil and gas sector which has contributed the largest foreign exchange earnings in the country, while the tourism sector tops the top five in most recent years (BPS, 2012). The ultimate goal of ecotourism-based community empowerment is the eradication of the poverty of rural communities through the creation of tourism activities that generate sustainable incomes while maintaining the preservation of natural and cultural resources in their environment. The income of foreign exchange can be seen in table 1. below:

Table 1. Tourist Visits Statistics Abroad in Indonesia
Year of 2008 - 2012

YEAR	The Number of Foreign Tourists	AVERAGE EXPENDITURE (USD)	AVERAGE LENGTH OF STAY (DAYS)	Receipt of Foreign Exchange
2008	6.429.027	1178.54	8.58	7377.39
2009	6.452.259	995.93	7.69	6302.50
2010	7.002.944	1085.75	8.04	7063.45
2011	7.649.700	1118.26	7.84	8060.00
2012	8.044.462	1133.35	7.7	9010.00

Resource : (PES – P2DSJ Kemenparekraf, 2012)

The concept of Green Entrepreneurship is a relatively new concept that has been the focus of attention since the 1990s (Harini *et al.*, 2013). Implementing environmentally responsible business practices can be imagined to open up additional opportunities for entrepreneurs. Today, green entrepreneurship provides new opportunities for entrepreneurs who are responsive in identifying and exploiting opportunities in these market niches to improve their welfare while still caring about the environment. The term green entrepreneurship will be interpreted as entrepreneurship developed in the green sector, where green here is a solution to solve old problems in new ways. A green entrepreneur is someone who starts a business by making or offering a product, service or a process that is environmentally sustainable.

Green entrepreneurship is a form of individual and organizational concerns involved in entrepreneurial activities by creating environmental benefits by offering green conceptual products or services (Rao *et al.*, 2013). It also refers to organizational efforts in designing, promoting, pricing and distributing products that will not harm the environment. Meanwhile, according to (Ndubisi *et al.*, 2009), green entrepreneurship is the tendency of an entrepreneur to innovate or create a green organization as an important element of a comprehensive green system.

Sustainable Tourism. According to Law no. 10 Year 2009, a tour is a travel activity undertaken by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the temporary period. Tourism is all kinds of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government. Tourism also has a purpose, namely to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, and conserve nature, environment, and resources. The presence of tourists both domestic and foreign tourists will affect the consumption of tourists. The expenditure of tourists is directed to various other industries and services as long as tourists visit certain tourist areas. The impact will be seen on the value of spending expenditures of tourists, so that will affect the employment opportunities, income, and foreign exchange revenue for tourist destinations.

Citation or Source of Reference. Previous research done by this research team:

Community service Hi links scheme 2014 and 2015 and 2016. The results of Year I (2014) and II (2015) include: a) Conducting Training Need Analysis for woven sarong weaving craftsmen using Non-machine weapon (ATBM). b) Developing model and training module of Batik Design Innovation On Weaving ATBM. c) Implementation of Non-machine Weapons with new Technology and mordant tub (dyeing yarn to be dyed). d). Training of import export, accounting, taxation of cooperatives, marketing management on line, and entrepreneurship.e). training and coaching of troso weaves, and natural colors. f) a comparative study to Jepara. g). National Seminar to LPPM UNY. h). Training diversification of Lurik& Batik products with bleaching and stamp techniques. i). Resource person to Gajayana University Malang. J). A training resource for UKM songket weaving in Bima NTB.

Devotion to the ibpe scheme of 2014 and 2015 and 2016. The outcomes of the IBPE (Community Service activities) are expected to: 1) Increase the assets and turnover of SMEs, namely increasing production facilities and increasing skilled labor and increasing sales turnover. 2) Increasing the quality of products produced, with various trainings to improve employee skills and improvements in management and application of new product designs are expected to increase product quality. 3). Widespread product market, with the application of better marketing strategy is expected products market become more widely; exports to countries that have not been reached before. 4). Improving the welfare of the environment, because the majority of people in the neighborhood where SMEs are active as batik craftsmen then with the improvement/progress of SMEs means will improve the welfare of the environment in general.

Broadly speaking the patterns used in the implementation of IbPE activities include: discussion, workshop/studio workshop, factory operations, training and mentoring (groups and individuals). Steps in its implementation: a. Discussion Team with SMEs about the condition of the existing feeder machine as well as the repair and addition of the necessary machinery. b.Development of new product design more attractive/interested market. c.Technical technical innovation of coloring (with natural dye) which is more in demand of foreign consumers. Developing insights to expand the market premises of exhibitions. Then all the activities are followed by assistance in the implementation process. Throughout the technical or administrative problems identified by the devotees team in every aspect of SMB Batik business, names Sadewa, and Bimo Suci are mostly solved in the first year. But there are some issues that SMEs are still facing today that require follow-up solutions by 2015, that is (based on the results achieved in the first year program): **(1)Business Management. (2)Technical process of staining by using natural dyes. (3)Innovation of product design. (4)Product Diversification Innovation**

In summary, the research team has conducted various research and dedication to the community with various schemes relevant to the empowerment of green entrepreneurship SMEs: Cooperate with DIKTI in 2007 by the author in Research Grant Competing with fund Directorate of Higher Education.

Research title "Entrepreneurship Training Model With Application of Weaving Technology of Ikat Strategy Improve Business Performance of Traditional Lurik Craftsman in Bayat Village of Sragen Regency"

Cooperate with DIKTI. Research Continued to the second year 2008 by the author of Research Grants Competitive Directorate of Higher Education entitled research "Entrepreneurship Training Model With Application Of Weaving Technology Of Traditional Lurik Weaving Craftsman In Bayat Village, Sragen Regency".

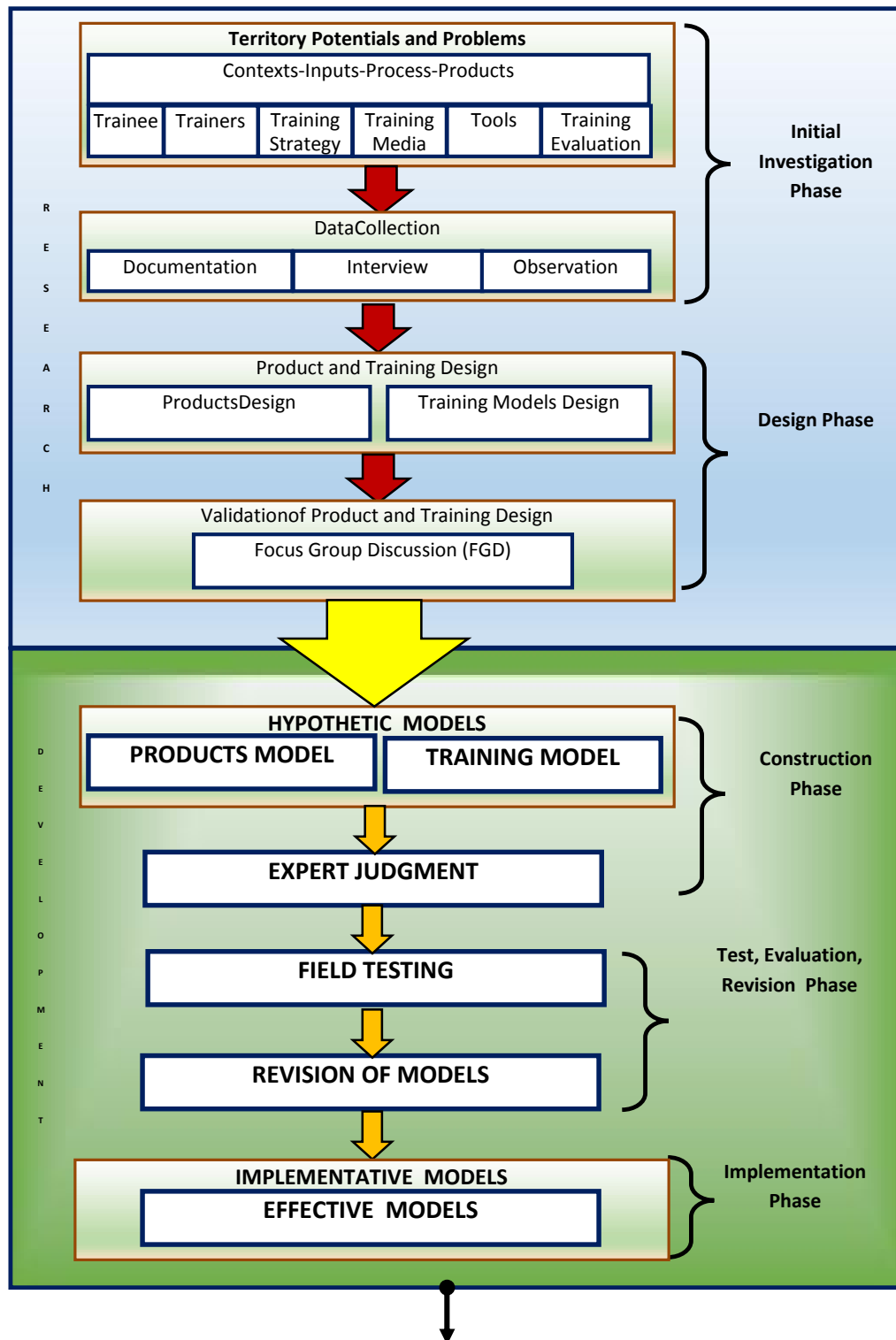
METHODOLOGY

Research Development. This research uses Research and Development method in accordance with a procedure developed by (Plomp, 1997). According to Borg and Gall, development research is a process used to develop and validate educational products. The development research itself is based on an industry-based development model, whose findings are used to design products and procedures, which are then systematically field tested, evaluated, refined to meet certain criteria of effectiveness, quality, and standards. From the above description, it can be concluded that the development research is activities that produce products or improve the product and then examined the effectiveness and feasibility of the product.

According to (Anik *et al.*, 2007), the characteristics of research and development are: (1) research-based development, it means that product development is pursued through education and training, (2) product-oriented rather than theoretical, and (3) development outcomes are used for improvement and development the quality of product and the business to be better. The model development of the education and training for Small and Medium Enterprises (SMEs) of Lombok weaving and the development of green tourism village will follow the model development stage according to Plomp (1997). The phases of developing the Plomp model include (1) the initial investigative phase; (2) design phase; (3) phase of realization / construction; (4) testing phase, model evaluation, and revision; (5) implementation phase. The model development of green village and Lombok weaving uses Focus Group Discussion (FGD) to validate the development of appropriate models based on field observations and Expert Judgment in validating the development of models prior to field trials.

Development Procedures. In the implementation of research and development (R & D) there are several procedures used are qualitative and experimental. According to (Sugiyono, 2009), qualitative methods can be used in preliminary research to produce information about the model of education and training that will be developed in the development of tourist villages and green entrepreneurs on weaving Lombok. Based on the data obtained further can be designed the effective model of development of education and training.

The steps of development carried out in this study are presented in Figure 1 below:



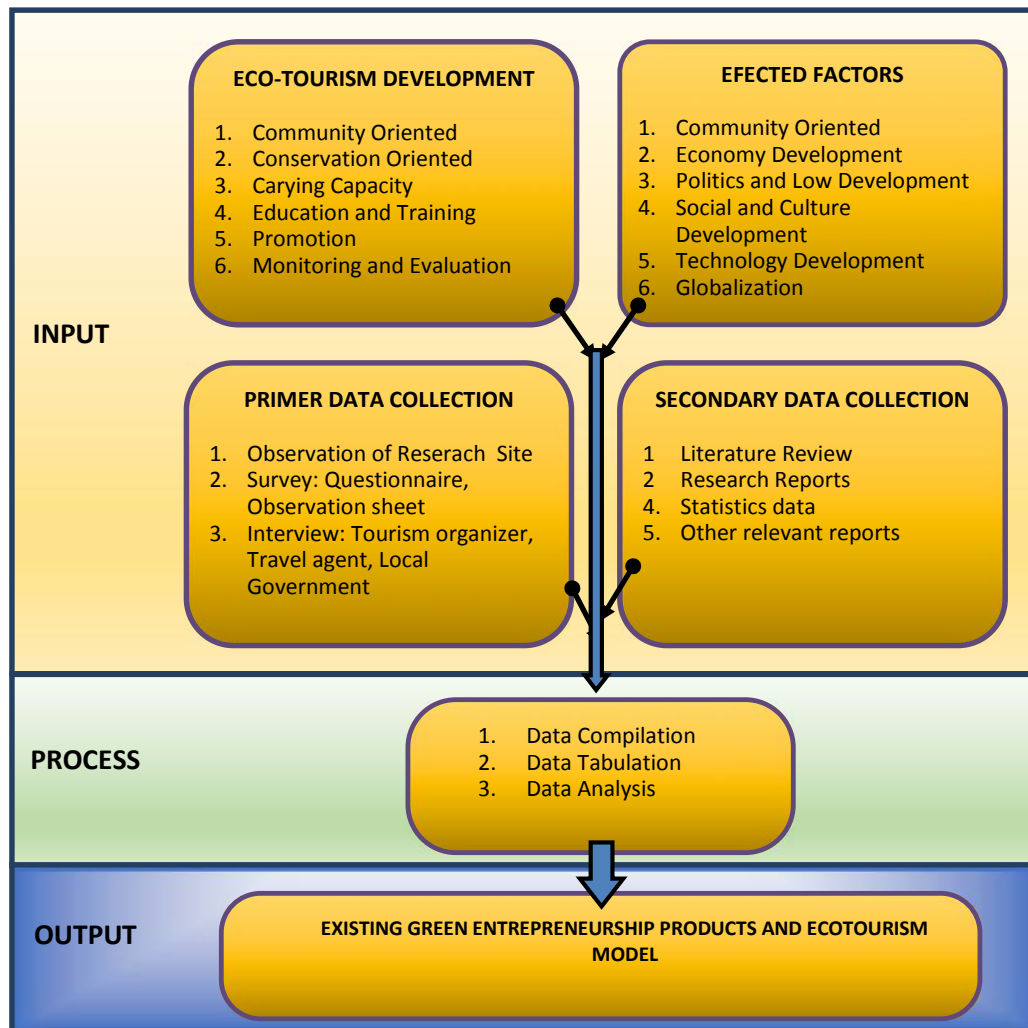


Figure 1. Development Stage of SME Training Model

Source: (Developed for this research, 2017)

RESULT AND DISCUSSION

This research activity is planned to be done in 3 (three) stages with a period of 3 years, the first year of 2018 has been conducted activities of secondary data collection, primary data collection (a needs analysis), and the preparation of research results. At this stage, the research activity is expected to find the complete profile of ecotourism potential in NTB Province Tourism Area as a profile of potential development of green entrepreneur with the output of green-woven development (green product), development of environmentally friendly pearl, motive development and weaving design with technology utilization, tourism villages as cultural and ecotourism destinations through the

preparation of new ecotourism destination profiles, community development, green and traditional village tourism program arrangements, education and training, business network development and promotion.

The Results Of Training Needs Analysis Survey For Pearl Cultivation. Data collection techniques to determine the needs analysis of craftsmen is using questionnaire. The instrument in the questionnaire method uses a questionnaire sheet containing a number of written questions that must be answered by the respondent.

The purpose of *Training Need Analysis* is appropriate the contents of the training to the needs of the training participants, namely small businessmen of pearl craftsmen. The preparation of training needs analysis is carried out by approaching the concept of small business entrepreneurship. Enterprising small business is a small business that is managed by a company or small business approach that implements management functions in managing its business. These management functions are planning, organizing, implementing and controlling.

The results of the spread of the questionnaire about green entrepreneurship to UKM Mutiara.

The results of the questionnaire distributed to 90 pearls and pearl traders in Mataram are as follows:

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698 ^a	.488	.463	.62889

a. Predictors: (Constant), X4, X2, X1, X3

Table 2. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	31.982	4	7.995	20.216	.000 ^b
1 Residual	33.618	85	.396		
Total	65.600	89			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

Table 3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.552	3.295		-.471	.639
	X1	.282	.081	.317	3.472	.001
	X2	.332	.072	.467	4.586	.000
	X3	.268	.099	.301	2.705	.008
	X4	.221	.071	.281	3.113	.003

a. Dependent Variable: Y

Information:

Y: SME performance

X1: the spirit of greenpreneurship

X2: quality of learning

X3: product innovation

X4: development of environmentally friendly products

DISCUSSION

The test is carried out based on the results of the questionnaire, which begins with the fulfillment of the classical assumption and normality test requirements. The test results for the influence of ability in entrepreneurship based on the spirit of greenpreneurship on performance shows a positive coefficient with a significance level of 1%. Such conditions are logical because when humans have a greenpreneurship spirit, the main action that is always done is to utilize environmentally friendly products through various technologies. The use of these technologies aims to always protect the environment through the reuse of unused shells made by souvenirs.

Testing factors for developing environmentally friendly products for performance. The test results show a positive coefficient value with a significance level of 1%, which indicates that the development of environmentally friendly products has an effect on improving performance. As expected conditions that the development of innovative and environmentally friendly products can encourage an increase in income as well as profits so as to increase the level of the economy for the community.

Testing the quality of learning on performance. The test results show a positive coefficient value with a significance level of 1% which indicates that the quality of learning has an effect on improving performance. Training and mentoring conducted by the research team during the first year and at the time of the preliminary survey (workshop) can encourage increased income as well as profits, so as to increase the level of the economy for the community.

Testing product innovation for performance. The test results show a positive coefficient value with a significance level of 1%, which indicates that environmental friendly product innovations have an effect on improving performance. As expected conditions that through this product innovation, it can encourage increased income as well as profits so as to increase the level of the economy for the community.

The conclusion is that the test results indicate that the spirit of greenpreneurship, the quality of learning, product development, and product innovation have an effect on improving business performance. Such conditions indicate that the performance of the pearl business is not only influenced by the spirit of greenpreneurship, but still considers the quality of learning and development of products and product innovation. So that skills / skills become an important factor because through skills there will be new innovations that will add value.

The Results Of Intermediate Interpretation Of Sme. The purpose of this study is one of which is to form a model for the development and planning of ecotourism in the context of developing countries.

Community efforts with the local government to minimize the negative impact of tourism businesses on environmental damage: Waste / pollution generated from the activities of cultivation, pearl and shellfish business is the processing of shellfish dust which causes air pollution that can disrupt workers and surrounding communities. There is an opinion that shellfish dust can be a medicine for the body, but in truth there is no definite information. Conducted an act of socialization as a response to the negative impact of the business by reforming sara, the need for vacuum cleaners and other alternative solutions that can be applied to the work area.

To actively adopt and utilize local culture to contribute to economic development and community welfare: Characteristics of local culture, appointed as scallop motifs: barn halls, bale drums, and prisian. Fresh Human Resources, the need for increased productivity. There is a culture for learning and providing opportunities for young children and local communities to be involved in business activities.

Building ecotourism has the potential to drive the development of sustainable tourism: the formation of community driving associations with the concept of pearl craft centers. The construction of artevak or monumental buildings marking the existence of mutiara craft and seashell. Build waste management and work safety implementation in every work activity. Form the concept of educational tourism the process of making pearls and shellfish waste, starting from seedlings, cultivation in sea cages, the process of production and processing of shellfish waste, and shopping tourism products produced in the form of jewelry.

Alleviating poverty through sustainable ecotourism: Impact on the income of people involved in work that can meet needs, judging from the ability of workers to buy a bicycle or other things that can be indicative of adequacy.

The concept of ecotourism as an incentive for economic development and social welfare of the community as well as the preservation of the natural environment and cultural heritage through the creation of environmental awareness: The need for public awareness of natural conservation, especially the sea, by monitoring and prohibiting the use of potassium and bombs. The activity of monitoring the efforts of environmental companies by collaborating with local fishing communities, with the process of monitoring fishermen groups as coast guard is done in conjunction with fishing activities or when escorting guests when visiting cages.

Model of community participation ecotourism planning process: Community participation is indicated by coastal patrol, the activity of the patrol provides added value for fishermen with the function of sea security against destruction activities as well as services to tourists visiting and sending catch fish. On the side of processing pearls and shellfish waste, the surrounding community is actively involved in the design, production and marketing process. There are routine activities that are held from November to December by discussing together the fashion trends that will take place in the coming year with the trend analysis process.

Model of government redistribution to community groups or traditional institutions: The existence of government support in terms of training and management of pearl handicraft business and shellfish waste. Ten groups were formed in the framework of innovation and product development. The government provides assistance facilities at exhibitions and equipment to support productivity and maximize sales.

CONCLUSION

Development of ecotourism is directly related to the empowerment of local communities and small and medium enterprises (SMEs). The purpose of this research is to develop a model of ecotourism development and planning, especially the relationship between ecotourism and sustainable community development through a development strategy of green entrepreneurship by highlighting local uniqueness as the main weapon to enhance the attractiveness of ecotourism destination in NTB Province. The concept of green entrepreneurship to support the attractiveness of tourists visiting ecotourism destinations in NTB Province is one of the unique competition strategies of the national and international tourism industry.

This research was conducted in West Lombok and East Lombok for three years starting from February 2018 until later in 2020. This research uses Research and Development approach of Plomp model. Green entrepreneurship is developed through education, training and mentoring of SMEs development of pearl products as well as clam waste and woven cloth of Lombok with natural dyes in a green tourism village.

The results showed that the pearl shell breeding industry in West Lombok started from pearl shell cultivation, pearl shell cultivation and care, pearl planting, pearl processing, pearl processing into jewelry, pearl shell waste processing into jewelry and souvenir, and pearl shell meat consumption has a high economic value and gives a strong appeal to tourists. Pearl shell business from upstream to downstream can be used as a typical green tourism model of NTB that has high educational value. The industry of woven fabrics with natural dyes of various types of leaves, leather, and logs in Pringgasela Village is able to empower 1,250,000 women. Woven fabric products become a source of family income and credibility of women. The people of East Lombok adhere to the local Value that a woman will be of high value in the society when she has a high skill of weaving cloth. Natural wastes dye fabrics are very well used as fertilizer of paddy soil around the village so that weaving business is very environmentally friendly. Pringgasela Village in East Lombok is very potential to be used as a model of unique eco-friendly weaving center village in the world.

Overall Recommendations. (1) To realize its potential the tourism sector needs to be developed in a sustainable way, i.e. for the benefits of Lombok residents and communities, as well as under protection of the natural environment, since – for the visitors - these are the main draw cards of Lombok. (2) Lombok needs an effective public-private Destination Management Organization (DMO) which can be entrusted with the implementation and management of a sustainable tourism strategy for the destination. (3) Establish a tourism forum consisting of public, private and non-governmental stakeholders to discuss and agree on a common vision and tourism action plan for upgrading both the destination and the services along the tourism value chain. (4) Commission regular tourist satisfaction surveys to investigate the happiness of visitors with the services along the tourism value chain tablets as an innovative and efficient way to conduct visitor surveys.

REFERENCES

- Antariksa, Basuki, (2012), *Analisis Awal Masalah Kerjasama Internasional Dalam Pengurangan Dampak Perubahan Iklim Melalui Pariwisata*, PPPK, Kementerian Kebudayaan dan Pariwisata.
- Brida, Juan Gabriel, (2008), *The contribution of tourism to economic growth: an empirical analysis for the case of Chile*, Sustainable tourism as a factor of local development Monza, Italy.
- Caroline Ashley, Dileys Roe, Harold Goodwin, (2001), *Pro - Poor Tourism Strategies : Making Tourism Work for The Poor*, <http://www.propoortourism.org.uk>.
- Carson, David and Cromie, S., (2008), Relation Marketing Entrepreneur and Bussines Performance, *Journal SMEs: Marketing Entrepreneur*, Vol 4, No. 1.
- Ceballos-Lascurain, H, (1996), *Tourism, ecotourism and protected areas*, IUCN (World Conservation Union), Switzerland: Gland.

- Chan, Roger and Kishan Bhatta, (2013), Ecotourism Planning and Sustainable Community Development: Theoretical Perspectives for Nepal, *SAJTH*, January 2013, Vol. 6, No. 1.
- Day, John, Reynald, Pane, Lancaster, and Geoff, (2006), Entrepreneurship and The Small to Medium Sized Enterprises, *Management Decision*, Vol. 44, Issue 5, p. 581-587.
- Fairbairn, T. I. J. , (1998), *Island Entrepreneurs: Problems and Performances in the Pacific*. Honolulu: East-West Center.
- Farinelli, Fulvia, (2011), Green Entrepreneurship : The Missing Link Towards a Greener Economy, *ATDF Journal*, Volume 8, Issue 3/4 2011.
- Fennell, David and Weaver, David., (2005), The 'Ecotourism' concept and tourism-conservation symbiosis, *Journal of Sustainable Tourism*, Vol. 13, No. 4, pp. 373-390.
- Graefe, A. R., Vaske, J. J. and Kuss, F. R., (1994), *Social Carrying Capacity: An Integration and Synthesis of Twenty Years of Research*, Leisure Science, 6.
- Gunn, C. A., (1994), *Tourism Planning*, New York, NY: Taylor & Francis.
- Harini, Varala, and D Tripura Meenakshi, (2013), *Green Entrepreneurship Alternative (Business) Solution to Save Environment*, Volume 1 Issue 3, ISSN 2277-9089.
- Herman, Lalu Edy., (2014), Green Marketing : Fostering The Customers' Willingness to Buy Green Product in Indonesia, *Terengganu International Management and Business Journal (Timbej)*, Vol 4 (1) May.
- Herman, Lalu Edy., Anggraeni, Ade Irma., (2015), Nurturing Green Product Into Globalization: Challenges and Opportunities Over Indonesian SME's, *International Journal of Applied Business and Economic Research (IJABER)*, ISSN: 0972-7302, Vol. 13, No. 7, November.
- ILO, (2009), *World of Work Report*, The International Institute for Labour Studies, Switzerland.
- Kasali, Rhenald, (2012), *Pameran produk wirausaha Jawa Timur*, (Jawa Pos, 15 Oktober).
- Khanna, T., (2011), *Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours*, Harvard Business Review Press, Watertown, MA.
- Martinsons, M.G., (1996), *Technology Transfer for Sustainable Development Environmentalism and Entrepreneurship in Hong Kong*, International Journal of Social Economics.
- Ndubisi, Nelson Oly and Sumesh R. Nair, (2009), *Green Entrepreneurship (GE) And Green Value Added (GVA): A Conceptual Framework*, International Journal of Entrepreneurship, Volume 13, Special Issue.
- Nemirschi, Nicolae and Adrian Craciun, (2014) Entrepreneurship And Tourism Development in Rural Areas : Case of Romania, *Romanian Economic and Business Review* – Vol. 5, No. 1 JEL Classification: L83, L88, O18, P25, R11.
- Oratmangun, Djauhari, (2012), *Menjadikan Pariwisata Pilar Ekonomi*, <http://news.detik.com/read/2012/08/01/085834/1980031/103/menjadikanpariwisata-pilar-ekonomi>.

- Osukoya, K, (2007), Enterprise: Small Firms See Big Potential in Going Green; Consumer Concerns And a Desire to Buy Locally Boost Sales, *Wall Street Journal* (Eastern edition). N.Y, Jun.
- Pearce, D. G, (1979), Towards a geography of tourism, *Annals of Tourism Research*, 6 (3), pp. 245-272.
- Richardson, Robert B., (2010), *The Contribution of Tourism to Economic Growth and Food Security*, Michigan State University Prepared for USAID Mali, Office of Economic Growth, June.
- Rao, Karanam Nagaraja and G. Venkat Kista Reddy, (2013), Green Entrepreneurship - A Paradigm Shift towards Environment Consciousness, *Alliance University*, Volume 1 Issue 3, ISSN 2277-9089.
- Scheyvens, Regina, (1999), *Ecotourism and the empowerment of local communities*, Tourism Management, pp. 20.
- Sproule, Keith W., (1995), *Community-Based Ecotourism Development: Identifying Partners in the Process*, Annals of Tourism Research, Wildlife Preservation Trust International.
- TIES, (1990), *What is Ecotourism?*, <http://www.ecotourism.org/what-is-ecotourism>.
- Tjeerd Plomp, Alfons ten Brummelhuis, Willem J. Pelgrum, (1997), New Approaches For Teaching, Learning And Using Information And Communication Technologies In Education. *Prospects* (1997) 27: 427. <https://doi.org/10.1007/BF02736642>.
- UNWTO, (2011a), *World Tourism Performance 2011 and Outlook 2012*, IPK 19th, World Travel Monitor Forum, Pisa, Italy 3-4 November.
- UNWTO, (2011b), UNWTO, *Tourism Highlights 2011 Edition*, www.unwto.org.