

**SUSTAINABLE TOURISM DEVELOPMENT in SMALL  
ISLANDS:  
Case of Indonesian Small Island, Morotai Island  
(Lesson Learn from Malta Republic)**

**THESIS**

A thesis submitted in partial fulfilment of the requirements for the Master Degree  
from the University of Groningen and the Master Degree from the  
Institut Teknologi Bandung

**By:**

**NUR LIENDA  
RUG: S 1702599  
ITB: 25406023**

**Supervisors:**

**Prof. Dr. Ir. Paul Ike (RuG)  
Arief Rosyidie, Drs.,MSP.,M.Arch.,Ph.D (ITB)**

**DOUBLE MASTER DEGREE PROGRAMME**

**ENVIRONMENTAL AND INFRASTRUCTURE PLANNING  
FACULTY OF SPATIAL SCIENCE  
UNIVERSITY OF GRONINGEN**



**AND**

**DEVELOPMENT PLANNING AND  
INFRASTRUCTURE MANAGEMENT  
SCHOOL OF ARCHITECTURE, PLANNING, AND  
POLICY DEVELOPMENT  
INSTITUT TEKNOLOGI BANDUNG  
2008**



## ABSTRACT

### **SUSTAINABLE TOURISM DEVELOPMENT in SMALL ISLANDS: Case of Indonesian Small Island, Morotai Island (Lesson Learn from Malta Republic)**

**By:**

**NUR LIENDA  
ITB: 25406023  
RUG: S 1702599**

*Small islands with the unique ecosystem and specific natural environment tend to depend on tourism as the primary industry more than larger state do. Sustainable tourism became more important for small islands due to their characteristics and the issues that small islands face, such as small size, insularity and remoteness, proneness to natural disasters and environmental factors.*

*Tourism as an activity has both positive and negative impact to economic, social and personal, and to environmental. Government roles are very crucial in order to promote the successful of sustainable tourism development. In produce the policy related to the sustainable tourism development for small islands, government have to consider the island's carrying capacity and put into account the indicators of sustainable tourism. The indicator for sustainable tourism development and some roles of government in supporting the tourism development is used in order to do the comparative analysis between Malta Republic and Indonesia (with case of Morotai Island).*

*In Malta Republic, tourism sector already give significant contribution to its economic. Malta experienced the negative impact of tourism and realized the importance of practicing the sustainable tourism and in the other hand Morotai Island is one of small islands in Indonesia that has potential to be developed as tourism destination but still faced with some limitation. In this thesis, author wants to explored what Malta Republic already done in develops and manages the sustainable tourism. And from Malta experience in tourism, it can take some learning point that can be applied and developed to promote the sustainable tourism in Indonesian small islands.*

**Key words:** Sustainable tourism, indicators of sustainable tourism, small islands, government roles, policy, Malta Republic, and Morotai Island.

## PREFACE

Working at Local Development Planning Board of Maluku Utara Province, makes me realize that government's roles to support the development of the region is very important. As a relative new province which consists of more than hundred small islands with all the potential that can be develop for tourism became one of the reasons for me to write this thesis. Small islands are interest to explore due to their specific condition.

Studying Environmental and Infrastructure Planning in University of Groningen give me chance to studying the development in other countries. My thesis is to compare and learning about sustainable tourism development in small islands with Malta Republic as the focus of lesson learn. It hopes that from Malta Republic I can take some lesson that can be applied to develop sustainable tourism in Indonesia.

In prepare this master thesis; there are some parties that help me through all this process. It difficult to mention it one by one, but I want to deliver my special thanks to my supervisors, Prof. Dr. Ir. Paul Ike from RuG and Arief Rosyidie, Drs.,MSP.,M.Arch.,Ph.D from ITB for giving comments, critics, input and support during this process. Next, I want to express my thanks to National Development Planning Board (BAPPENAS) and Netherlands Education Support Office NESO to give chance for me to studying in ITB Indonesia and RuG Netherland and Also my office, BAPPEDA of Maluku Utara Province. I would like also to thanks to all my lectures in RuG, SAPPK and UPT Bahasa ITB, all my colleagues, my friends in Indonesia and Groningen, my floor mates in Plutolaan, thanks for all great time together. My special thanks for my Mum (Sarbanun Fabanyo) and Dad (Drs. Mahmud Adrias), Agung Sri Sadono, Maulana my beloved son, thanks for being patient for all the time that we are not together, my sisters Yani and Ara, and Tasya for all support and spirit.

And for Allah SWT, for make all possible...

July 2008,  
Plutolaan, Groningen,  
The Netherlands

## TABLE OF CONTENTS

Abstract .....	i
Preface .....	ii
Table of Content .....	iii
Table of Table and Figure .....	v
<b>Chapter I Introduction</b>	
1.1 Background .....	1
1.2 Research Problems and Objectives.....	2
1.3 Research Question .....	3
1.4 Scope of Study .....	3
1.5 Methodology .....	3
1.6 Report Structure .....	4
<b>Chapter II The Concept of Sustainable Tourism in Small Islands</b>	
2.1 The Concept of Sustainable Development.....	6
2.2 Sustainable Tourism .....	9
2.2.1 Tourism .....	9
2.2.2 Sustainable Tourism.....	14
2.3 Sustainable Tourism in Small Islands .....	22
2.3.1 Small Islands.....	22
2.3.2 Sustainable Tourism in Small Island.....	25
2.4 Roles of Government in Tourism Development.....	27
<b>Chapter III Sustainable Tourism Development in Small Islands (Malta Republic)</b>	
3.1 General Description .....	30
3.2 Tourism in Malta.....	32
3.2.1 Infrastructures.....	33
3.2.2 The Impact of Tourism on Economic.....	34
3.2.3 The Impact of Tourism on Environment.....	35
3.3 Motivation for Sustainable Tourism .....	37
3.4 The Roles of Government.....	38
<b>Chapter IV Sustainable Tourism Development in Small Islands (Indonesia Small Islands, Morotai Island)</b>	
4.1 General Description .....	43

4.2	Tourism in Morotai.....	45
4.2.1	General Condition .....	45
4.2.2	Tourism Potential .....	46
4.2.3	Infrastructures.....	47
4.2.4	The Impact of Tourism .....	48
4.3	The Roles of Government.....	49
4.3.1	Central Government .....	49
4.3.2	Local Governments .....	51
<b>Chapter V</b>	<b>Comparative Analysis</b>	
5.1	The Impact of Tourism .....	55
5.1.1	The Impact of Tourism to the Economic .....	56
5.1.2	The Impact of Tourism to the Environment .....	57
5.2	The Motivations for Sustainable Tourism.....	57
5.3	The Roles of Government .....	58
<b>Chapter VI</b>	<b>Conclusion and Recommendations</b>	
6.1	Conclusion.....	62
6.2	Recommendations.....	64
<b>References</b>	.....	66

## LIST OF TABLES

Table II.1	The Pillars of Sustainable Development .....	8
Table II.2	Economic Benefits of Travel and Tourism .....	11
Table II.3	Core Indicators of Sustainable Tourism .....	18
Table III.1	International Arrival in Malta: 1959 – 2006 .....	32
Table III.2	Visitations to Malta by Country, 2000 – 2006 .....	22
Table IV.1	The Gross Regional Domestic Product of Halmahera Utara Regency (In Thousand Rupiah) .....	48
Table IV.2	The Identification of Tourism Potential in Morotai Island Compatibility and Level of Policy .....	53
Table V.1	Comparative Analysis Table.....	61

## LIST OF FIGURES

Figure II.1	Scheme of Sustainable Development .....	7
Figure II.2	Definitions of Sustainable Tourism Destinations .....	15
Figure II.3	Process of Holistic and long-term planning Diagram.....	16
Figure II.4	Position 1: polar opposites .....	19
Figure II.5	Position 2: continuum .....	19
Figure II.6	Position 3: movement .....	20
Figure II.7	Position 4: convergence.....	20
Figure III.1	Map of Malta .....	31
Figure IV.1	Morotai Location .....	44

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Small islands with the potential resources such as biological diversity, the characteristic natural view and culture can be used for many activities include tourism. The development of the tourism activity in the small islands had the potential to give both positive and negative impact towards the surrounding environment. This impact could be seen from the aspect of physical natural, cultivation, social the culture and economic. The small islands must be empowered optimally and in sustainable manner in accordance with their characteristics and potential.

Indonesia as the biggest archipelago country in the world, which is consists of more than 17.508 islands with the area of 9.8 million km<sup>2</sup> 81% of total area or 7.9 million km<sup>2</sup> is the sea and the rest is mainland (Suyono Dikun, 2003. More than 10.000 of those islands is small and very small islands. With the amount of small islands in Indonesia, it can be tourism potential to be developed and managed.

Tourism, according to Mathienson and Wall in Franklin A. (2003) p. 27, means as

*“the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care their need”.*

Many economic of the countries, cities and regions depend on the tourism sector. As an economic activity, tourism will have direct impact to the environment, especially to the small island. But nowadays, people already start to consider the issue of sustainable tourism, which is balancing between economic and environmental concerns.

According to Butler (1993) in Briguglio and Brugiglio (2000), Sustainable tourism may be defined as

*“tourism which is develop and maintained in such a manner and scale that it remains variable in the long run and does not degrade the environment in which it exists to such an extent that it prohibits the successful development of other activities”.*

To support the sustainable tourism, small islands faced with the special case in development due to the characteristics of their natural resources, economics and their culture. Hein in Sustainable Development and Environmental Management of Small Islands (1998) says that the options of ecologically and economically sustainable development for small islands are few; provision of utilities and public services is difficult and costly, human resources are scares and without outside intervention, the economic development difficult to occurred. That is why the sustainable tourism in manage the small islands will be different with sustainable tourism in common.

## **1.2 Research Problems and Objectives**

Learn from experience of other country or small islands state with the similar characteristic with Small Island in Indonesia (in this case is Morotai Island) in managing the sustainable tourism.

Small islands state like Malta show that the vulnerabilities as being small islands is can become advantages in supporting the their economic especially through tourism industry.

Sustainable tourism is can not be achieve as single activity, but it is linked and dependent upon the others. Some authors identified different forms of sustainability in the context of tourism. Based on Coccosis in Hall and Lew (1998) there are four ways to interpret tourism with respect to the principles of sustainability development, which is relating to economic sustainability, to ecological sustainability, to the long term viability of tourism, and to accepting tourism as apart of an overall strategy for sustainable development. There are seven dimensions of sustainability related to principles and practices of sustainable tourism development, these are environmental, cultural, political,



economic, social, managerial and governmental (Bramwell *et al* in Hall and Lew, 1998). And Bramwell also pointed that sustainable tourism can not be separated from the value system of those involved and the societies in which they exist.

### **1.3 Research Questions**

Research Question:

1. What is the sustainable concept in tourism?
2. What is sustainable concept in develop the tourism in Small Islands and what are the impacts of tourism development to the sustainable of small islands?
3. What lesson can be learned about practicing sustainable tourism in developed country like Malta Republic?
4. What is the role of government in support the sustainable tourism in small islands in Indonesia? (With the case of Morotai Island)

### **1.4 Scope of study**

The scope of study is to describe the theoretical concept of sustainability tourism management, especially for small islands. The study will focus and compare the sustainable tourism management in other country (Malta Republic) especially developed country and adjust the possibilities concepts or values that can be implemented in the small islands of Indonesia.

### **1.5 Methodology**

- This research is conducted by using the literature review (such as publications, related research, journal articles, etc.) and international comparison (using cultural, institutional, and historical contexts) as basis for explanation. The study will explore the concept of sustainable tourism management in small islands.
  1. Develop/construct the theoretical concept

2. Collecting and analysing the data and information from the experience of Malta Republic as one of the small islands country in develop the sustainable tourism and in Indonesia with the Morotai island as the case.
3. Comparative Analysis
4. Recommendation

## **1.6 Report structure**

This research report will be delivered into five/six chapter with the structure as:

### **Chapter 1: Introduction**

The background of sustainable tourism development for small islands, research problem and objectives, research questions, methodology, scope of study, and report structure are provided in this chapter.

### **Chapter 2: The Concept of Sustainable Tourism Development in Small Islands**

The theoretical framework of the Sustainable Tourism Development in Small Islands will be describes/provided in this chapter.

### **Chapter 3: Sustainable Tourism Development in Small Islands (The Malta Republic)**

This chapter discuss about The Malta Republic, how their cope with the small size and type of islands to reach sustainable tourism. Discuss what the impacts of tourism to their county are and the roles of government in support the sustainable tourism there.

**Chapter 4: Sustainable Tourism Development in Morotai Island (Indonesia)**

The description of the Morotai Island and exploration of the potential tourism (objects) and the role of government in achieve and support the sustainable tourism for small islands in Morotai Island, Indonesia.

**Chapter 5: Comparison Analysis.**

Analysis comparison between The Malta Republic and Indonesian small island, Morotai Island in the general condition of tourism, the impact of tourism development to the area, and the role of government based on indicators of sustainable tourism.

**Chapter 6: Conclusion and Recommendation**

The conclusion about sustainable tourism in small island with Malta Republic as the example of lesson learn and the recommendation that propose after analyze of the sustainable tourism development in both Malta Republic and Indonesia (with case of Morotai Island)

## **CHAPTER 2**

### **THE CONCEPT OF SUSTAINABLE TOURISM IN SMALL ISLANDS**

The theoretical framework of the Sustainable Tourism Development in Small Island will be describes/provided in this chapter. The concept of sustainability, its principles and frameworks, the explanation about tourism in general, the typology of sustainability in tourism, the relation between tourism and planning, the management of sustainable tourism for small islands, definition and characterized of small islands, and (the role of government in support the sustainable tourism in small islands) will be explored.

#### **2.1 The Concept of Sustainable Development**

As a concept, sustainability is first appearing at March 1980 (IUCN 1980) with the publication of the World Conservation Strategy (WCS).

The term of sustainability is commonly used in development. Sustainable development is used to point out the use of resources that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the future.

The definition of sustainable development was adopted from the Bruntland Commission as *“development that meets the needs of the present without compromising the ability of the future generations to meet their own needs”* (WCED, 1987). There are five basic principles of sustainability were identified in the report:

1. the idea of holistic planning and strategy making;
2. the importance of preserving essential ecological processes;
3. the need to protect both human heritage and biodiversity;
4. to develop in such a way that productivity can be sustained over the long term for future generations; and
5. achieving a balance of fairness and opportunity between nations.

Environmental issues are not only the focus of sustainable development but there is interdependent and mutually reinforcing pillars, which are economic development, social development, and environmental protection.

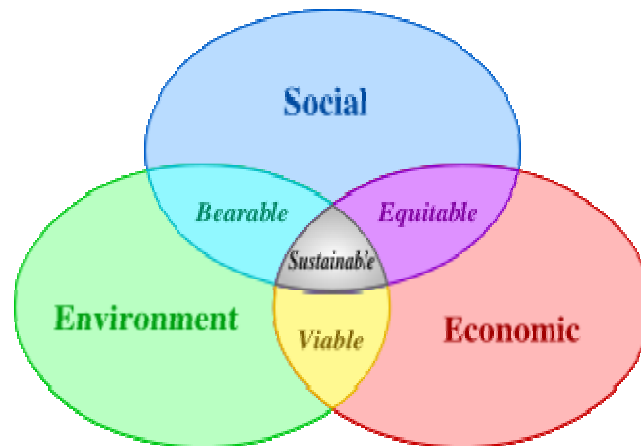


Fig. II.1. Scheme of sustainable development: at the confluence of three constituent parts.

Source: [http://en.wikipedia.org/wiki/Sustainable\\_development](http://en.wikipedia.org/wiki/Sustainable_development). [accessed at Juli 2008]

Every pillars or parts in sustainable development have their own proponents and emphases, which is described in table II.1.

No	Pillars	Proponents	Emphases
1.	Economic	Conventional corporate and Government interest; institutions for trade liberalization	<ul style="list-style-type: none"> <li>• Sustainable economic expansion to provide wealth to deal with environmental and social issues.</li> <li>• Efficiencies and substitutions to address ecological damage and resource depletion concerns.</li> <li>• Global market disciplines and selected government interventions to encourage efficiencies and innovations (WBCSD, 2000)</li> </ul>
2.	Ecological/ biophysical/ environment	Environmental NGOs, greens, ecology activists	<ul style="list-style-type: none"> <li>• Growth as the enemy of sustainability.</li> <li>• Reduce demands on already overstressed biosphere.</li> <li>• Efficiencies not enough.</li> <li>• Must protect and rehabilitate natural systems, avoid invasive technologies, cut over consumption by the rich, built basic economic security for the poor and stabilize or lower human population (Goodland, 1995; Rees, 1999)</li> </ul>
3.	Social	Advocates of social justice and development reform	<ul style="list-style-type: none"> <li>• Recognize the rich as well as the poor as problem of sustainability.</li> <li>• Wealth/poverty not just economic: must enhance social and political as well as material equity.</li> <li>• Strengthen the assets, opportunities and powers that allow people and communities to pursue sustainable options more successfully in their own ways and their own places (Sharma, 1994; Rees, 1999).</li> </ul>

Source: Gibson, et. al., 2005. Sustainability Assessment. Criteria and Processes.

Essentially, the term sustainable development in the context of environmental protection means development which the environment can sustain without being polluted. The term has its genesis in the UNCED Conference which had the following priorities incorporated in its Report, in Agenda 21:

- achieving sustainable growth, as through integrating environment and development in decision-making;
- fostering an equitable world, as by combating poverty and protecting human health;

- making the world habitable by addressing issues of urban water supply, solid waste management, and urban pollution;
- encouraging efficient resource use, a category which includes management of energy resources, care and use of fresh water, forest development, management of fragile eco systems, conservation of biological diversity, and management of land resources;
- protecting global and regional resources, including the atmosphere, oceans and seas, and living marine resources; and
- managing chemicals and hazardous and nuclear wastes.

The idea of sustainable development is became the idea of the solution to a multitude of problems, such as economics, health, employment, agriculture, etc. Due to the broad range of use of the sustainable development, it is important to identify the aspects of areas they want to cover.

## **2.2 Sustainable Tourism**

### **2.2.1 Tourism**

Before go into the description of the sustainable tourism, it is need to explore the meaning of tourism. Tourism is one of activity that can provide big opportunities and move the economic sector of a country or region. By The Tourism Society of England, Tourism is defined as the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.

Other definition of tourism propose by Mathienson and Wall, 1982 in Gunn (1988, 2):

*“Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”*

Those definitions perform the complexity of the task of planning tourism. By the definitions, many facets became implicit parts of the overall responsibility of planning.

It is meaning that tourism will have big multiply-effect to other sector such as hotels, restaurants, infrastructures, public facilities and so on. As one of economic activities, tourism have an impact to the environment and that will has a feedback effect to the economic it self. For instance when an area became a tourist destination with utilities environment as the source, it has to give attention to the environment surrounding the object area, -such as the cleanness, the green area, the public facilities, etc-, because it will have impact to the next visitor. It is mean that sustainability tourism is needed in terms of the balance between economic and environmental concerns.

### **Impact of Tourism<sup>1</sup>**

Tourism as an industry has positive and negative impact. The positive impacts of tourism have been promoted for many years. The parties that involve to the tourism sector already start to raise questions about the erosion of resources assets, congestion, social conflict, and opportunities forgone. Since tourism was viewed narrowly, the many negative impacts began to show a large need for planning.

#### ***Positive Impact of Tourism***

1. *Economic.* Generally, tourism is looked as industry with strong and stable economic impact on the host area. Tourism becomes the world trade and markedly economic important to domestic economies. The methods of measurement were done to estimate the economic impact. The greatest problem of economic measurement is the extreme complexity of the concept of tourism. Tourism does not lend itself to traditional industrial measurements of “end-use activities” (Frechtling:1987a in Gunn, 1988).

---

<sup>1</sup> Gunn, Clare A., 1988, *Tourism Planning*, Second Edition. Revised and expanded.



Table II.2 provides economic benefit can be stated by both primary and secondary affects.

Table II.2  
Economic Benefits of Travel and Tourism

A.	PRIMARY or DIRECT BENEFIT	
	1.	Bussiness receipts
	2.	Income a. Labor and proprietor's income b. Corporate profits, dividends, interests and rent
	3.	Employment a. Private Employment b. Public Employment
	4.	Government Receipts a. Federal b. State c. Local
B.	Secondary Benefits	
	1.	Indirect benefits generated by primary business outlays, including investment a. Business receipts b. Income c. Employment d. Government receipts
	2.	Induced benefits generated by spending of primary income a. Business receipts b. Income c. Employment d. Government receipts

Source: Frechtling: 1987 in Gunn, 1988,

Indication of the economic impact of tourism is great, no wonder that undeveloped counties seek it and industrialized (develop) nations wish to protect it.

2. *Social and personal.* Cross-cultural exchange is probably the greatest social value of tourism. Seeing and experiencing another region or country exposes the traveler to different political, religious and economic system.

At the World Tourism Conference in Manila, 1980, 107 state delegations and 91 observer delegations stated in part that:

*“ Through its effect on the physical and mental health of individuals practicing it, tourism is a factor that favours social stability, improves the working capacity of communities and promotes individual as well as collective well-being”.*

With respect to international relations and the search for peace, based on justice and respect of individual and national aspirations, tourism stands out as positive and ever-present factor in promoting mutual knowledge and understanding and as a basis for reaching a greater level of respect and confidence among all the peoples of the world (Records: 1981 in Gunn, 1988, 5)

The presence of traveler often enriched the destination area through new ideas, new social interests and even greater respect of their own cultural qualities and traditions. In many area, tourism have stimulated the growth of traditional art forms.

3. *Environmental.* Broadly, improvement in manufactured as well as natural environments can be attributed to tourism. Despite certified criticism of some aspects of modern transportation, tourists today are far better off than in the past. Modern highways, transportation technology, the newer expressway system offer a much greater number of opportunities for pleasurable and greater number of urban and rural travel vistas that did many time ago. Improvements in technology have conspicuously influenced both the number and quality of tourism environment

The modern tourist has at his disposal the greatest multitude of opportunities to view and experience cultural and physical environments than ever. Hundreds more parks, preserves, recreation areas, playground, refuges, forests, historic sites, and other areas have been designated by governmental agencies for the need and use of tourist.

## *Negative Impact of Tourism*

1. *Economic.* There is increasing acknowledgment that positive economic impacts of tourism have their costs. The development of new tourism attractions, facilities and services place new stress on existing infrastructure. As the expansions of the water supply, waste disposal, electrical power, and fuel systems and supply are usually demanded by tourism development, but not usually funded by developers, the community is saddled with an added burden.

The additional capital and maintenance costs to meet the needs of visitor as well as resident are required in many public amenities, likes parks, convention centers, arenas, museums, game areas, libraries, theaters, and historic restorations.

The value of tourism to an area are misleading if most money is extended elsewhere. For example, if a foreign airline acts as tour operator, carrier and hotelier, the economic benefit to the host area is extremely limited (Winpenny:1982 in Gunn, 1988)

Finally, for tourism expansion, commonly demands greater quantities of land, which may compete with existing land uses and economic development.

2. *Social and Personal.* The invasions of masses of tourist can disturb existing cultures and subcultures. Tourism impact is both by direct interface between hosts and tourists and indirect influence of outside investors, developers, managers, and labor. New ideas and physical can disrupt all at once helpful.

The development of tourism facilities such hotels, convention centers, and food services often displaced local population, especially the poor. It had been observed, the negative social impact of tourism are growth in crime and prostitution, conflicts in values, loss of local culture, growth of frustration, resentment, and hostility. But not all the negative impacts occur immediately upon tourism development. There are several

characteristics identified by Butler (1975) in Gunn (1988) that influence the rate of change:

Visitor factors: includes volume, length of stay, racial characteristics, economic characteristics, and tourist activities.

Area factors: degree of economic development (less impact if non-tourism development is strong), spatial characteristics and land absorption capacity, degree of local involvement, strength of local culture, and general history of stability.

3. *Environmental.* That the tourism sometimes has negative environmental impact is already admitted. In some degree, touristic development is causing pollution of water and air. The deterioration of natural resources possible to occur cause by the pressure of uncontrolled of great masses tourism. Williams, 1987 in Gunn, 1988, observed that the ecosystems most sensitive to all development including tourism are coastal system, mountain habitats, and landscapes with shallow topsoil. These are become very vulnerable that always attractive to tourists.

### **2.2.2 Sustainable Tourism**

In tourism, there are a multitude of definitions for sustainability and sustainable development (Butler, 1999b; Page & Dowling, 2002). The World Tourism Organisation (WTO, 2001) prefers the following definition of sustainable development:

*“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”.*

Butler (1993) in Brugiglio and Brugiglio, defined Sustainable tourism as “tourism which is developed and maintained in such a manner and scale that it remains viable in the long run and does not degrade the environment in which it exists to such an extent that it prohibits the successful development of other activities”

Prosser (1994) highlights four forces of social change that are driving this search for sustainability in tourism: dissatisfaction with existing products;

- growing environmental awareness and cultural sensitivity;
- realisation by destination
- regions of the precious resources they possess and their vulnerability; and
- the changing attitudes of developers and tour operators.

Since sustainable tourism has broad area to cope with, it is need to make a limited definition to cover the scope of management of all resource that are reverent to and are involved in tourism. According to Lee, 2001, the limited definition only focuses on the needs of tourists and communities involved in tourism, while the scope of holistic definition would consider the overall sustainable development of the destination.

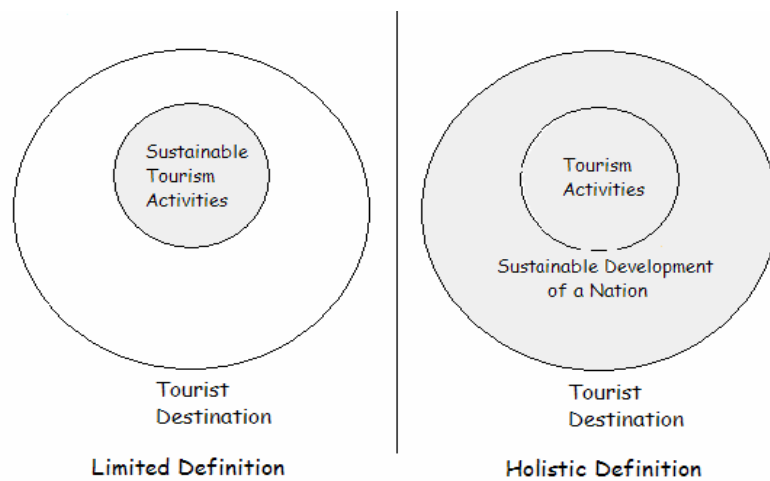


Fig. II.2. Definitions of sustainable tourism destinations.

Source: Lee, 2001

As the term or definitions of sustainable development are varied from author to author, Welford, 1996, in Lee, 2001 provide models that can be used to define process to achieve sustainability in the tourism destination. To decide the destination in deciding the goals of sustainable development, it is need to look careful into ethics, objectives, organization, corporate and community culture and communication.

***Sustainable Development of Tourism: Principles and Practice***

Gabor Vereczi, Deputy Head of the Sustainable Development of Tourism Department from the World Tourism Organization, described a process of holistic and long-term planning using the following diagram.

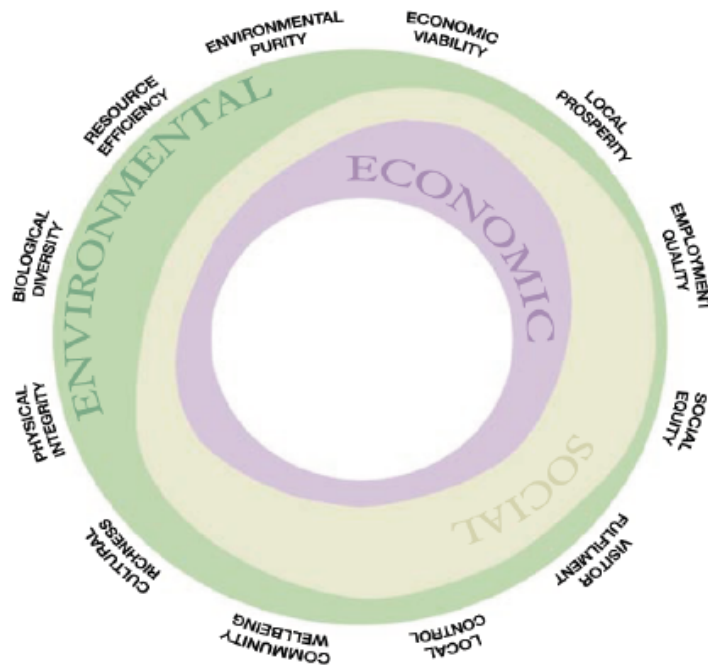


Fig. II.3 Process of holistic and long-term planning Diagram  
 Source : Workshop on Indicators of Sustainable Development for Tourism Destinations, Lombok, Indonesia, 21-24 March 2007, SUMMARY REPORT

Most destinations are facing serious issues of carrying capacity regarding environmental, cultural, social, psychological, infrastructure and management dimensions. He stressed the need for an integrated approach to tourism destination and supply chain management. Vereczi introduced the role of indicators in tourism planning, management and monitoring as seen as essential in identifying and measuring the entire range of impacts tourism. He defined sustainability indicators as information sets which are formally selected for regular use to measure changes in key assets and issues of tourism destinations and sites.

### ***Indicators of Sustainable Tourism***

The WTO project aimed to develop a set of internationally acceptable sustainable tourism indicators that would assist tourism managers in their decision-making processes (Manning *et al.*, 1996). They identify 11 core indicators to compare tourism's sustainability between destinations as well as a range of supplementary indicators used in particular situations such as the coastal zone, mountainous areas, wildlife parks, urban environments, traditional communities and small islands.

Table II.3 Core Indicators of Sustainable Tourism

<i>Core indicator</i>	<i>Specific measures</i>	<i>Generic indicator groupings</i>
1. Site protection	Category of site protection according to the International Union for the Conservation of Nature and Natural Resources (IUCN) index	Ecological
2. Stress	Tourist numbers visiting site (per annum/peak month)	Ecological
3. Use intensity	Intensity of use in peak period (persons/hectare)	Ecological
4. Social impact	Ratio of tourists to locals (peak period and over time)	Social
5. Development control	Existence of environmental review procedure or formal controls over development of site and use densities	Planning
6. Waste management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on site, such as water supply)	Ecological
7. Planning process	Existence of organised regional plan for tourist destination region (including tourism component)	Planning
8. Critical ecosystems	Number of rare/endangered species	Ecological
9. Consumer satisfaction	Level of satisfaction by visitors (questionnaire-based)	Economic
10. Local satisfaction	Level of satisfaction by locals (questionnaire-based)	Social
11. Tourism contribution to local economy	Proportion of total economic activity generated by tourism only	Economic

Sourced and adapted from World Tourism Organisation, 1995: 9

### *A Framework of Approaches to Sustainable Tourism*

In understanding of sustainability tourism as an objective or intention, there is a framework that has to be followed. Based on Jackie Clarke (1997), the framework of approaches to sustainable tourism is composed of four positions, namely are polar opposites, continuum, movement and convergence. The framework proposes insights into the development of the sustainable tourism concept.

#### 1. Polar opposites

In this position, mass tourism and sustainable tourism conceived as polar opposites. Mass tourism and sustainable tourism were stereotyped as the “bad” and the “good”. Mass tourism is identical with the negative social



and environmental impacts experienced at destinations and also related to scale. In polar opposites, it is believed that sustainable tourism as a type of tourism based on small scale characteristic.

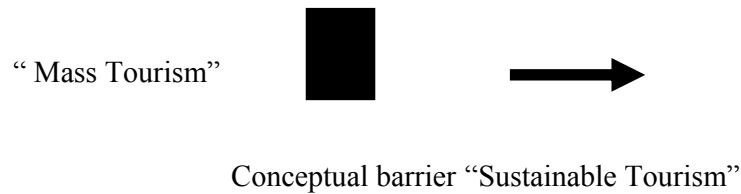


Fig. II.4 Position 1: polar opposites

## 2. Continuum

The notion of *continuum* between mass tourism and sustainable tourism presented a flexible adaptation since the position of polar opposites was rejected as unproductive. Sustainable tourism had possibilities to develop into mass tourism if not properly managed (Butler, 1990, 1992; Tourism Concern, 1992 in Jackie Clarke, 1997). It is acceptance that sustainability tourism utilized the infrastructure, transport and reservation systems of mass tourism.



Fig. II.5 Position 2: Continuum

## 3. movement

Definition of sustainable tourism as understood under *movement* differed from the earlier definition of sustainable tourism on three key dimensions:

- a. The issue of scale became more objective and less emotive;
- b. Sustainable tourism became the goal for attainment, rather than the possession of an existing scale of tourism;

- c. Operationalising current knowledge to move towards the goal became practical focus of effort, rather than the ‘is it or isn’t it sustainable tourism’ debate of previous years.

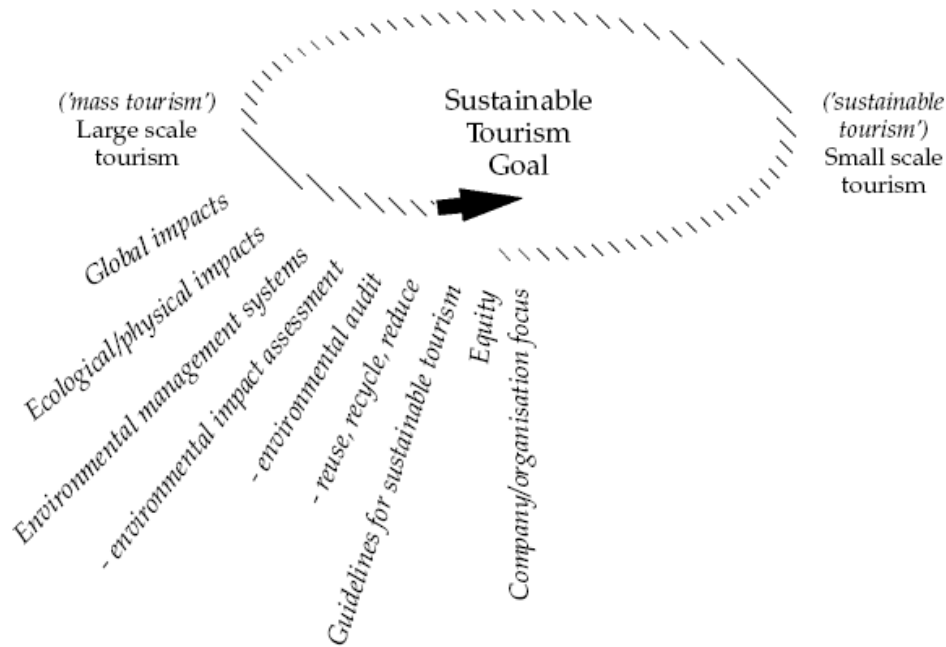


Fig. II.6 Position 3: Movement

Figure II.6 above shows that this approach is on the physical/ecological environment, with an emphasis on environmental management systems, incorporating techniques such as environmental audits of products, processes and issues, and environmental impact assessments.

#### 4. convergence

The latest understanding of sustainable tourism as a goal that all tourism must attempt to achieve is described in this position. Convergence identifies two extension of sustainable tourism. At the large scale, as delineated in position three, sustainable tourism has a dominant physical/ecological perspective expressed as a business orientation, which

is at small scale sustainable tourism offers a social slant from a local or destination platform.

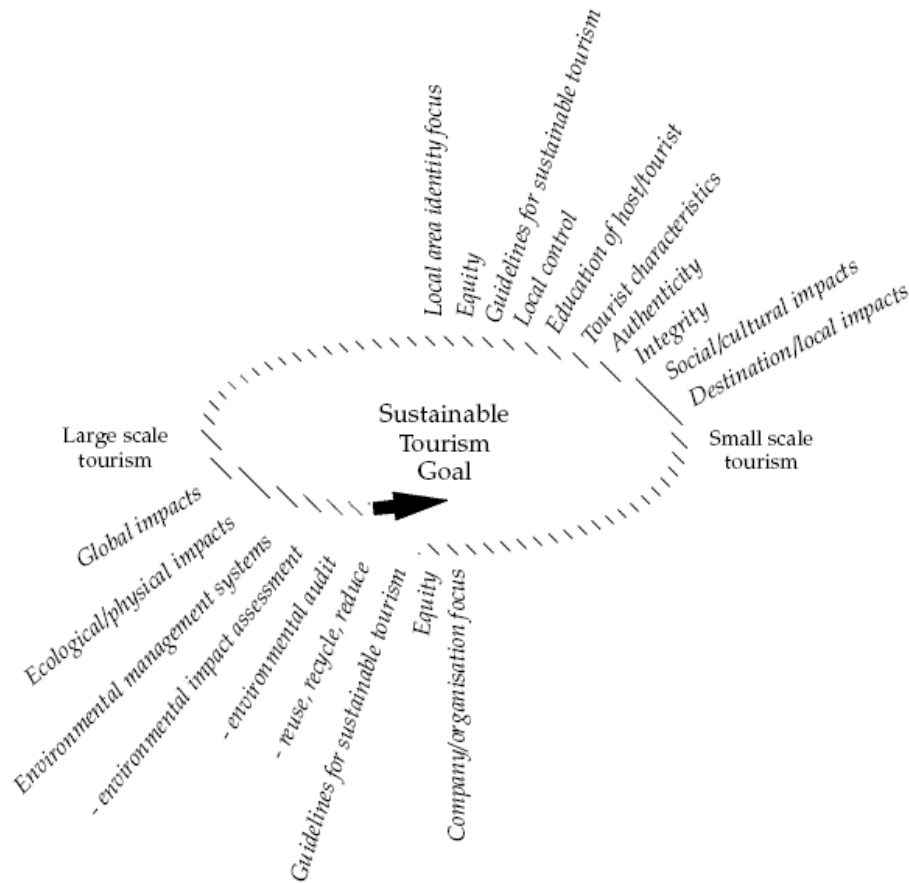


Fig. II.7. Position 4: Convergence

However, the absence of a precise goal definition of sustainable tourism is less important than general movement in the correct direction, since the concept of sustainable tourism is still evolving.

Many other groups have been involved in working to increase the applicability of sustainability and development. Some of the national and international bodies active in development of sustainability concepts are the United Nations, International Institute of Sustainable Development (IISD), United Nations Commission of Sustainable Development, the United Nations Commission of Sustainable Development (UNCSD), United Nations Development Program

(UNDP), the World Bank, the National Round Table on the Environment and the Economy (NRTEE), and the US Interagency Working Group on Sustainable Development Indicators. Lee, 2001 explains how there are certain steps in sustainable development, the steps were originally only for use for sustainable tourism development, yet slightly tweaked can be used for an all-encompassing sustainable development.

The first three steps are actions that should be developed or done by a national or state authority, and steps four through eight should be done by stakeholders.

Steps for Sustainable development:

- 1.) Understand the Sustainable Development Issues of a Destination
- 2.) Set Criteria
- 3.) Develop Performance indicators
- 4.) Build Consensus and Destination Level
- 5.) Formalize Sustainable Policy
- 6.) Agree on Roles and Responsibilities
- 7.) Design Management System for Sustainable Development
- 8.) Implement Initiatives and Monitor Process

### **2.3. Sustainable Tourism in Small Islands**

#### **2.3.1. Small Island**

Small islands by definition of UNCLOS on Article 121 as “First, An island is a naturally formed area of land, surrounded by water, which is above water at high tide.”

There are various standards for defining small islands (Bengen 2003). The Ministerial Decree No. 41, 2000, of the Department of Marine and Fisheries of Indonesia define Small Island as an island of equal to or less than 10,000 km<sup>2</sup> in area, with the population of less than 200,000. This number may be modified into 500,000. At the Commonwealth Science Council Meeting in 1984, it has been decided that the area of Small Island is at the maximum of 5,000 km<sup>2</sup>.

There are some common characterizes of Small Islands, such us following:

- Limited physical size, which effectively reduces some adaptation options to climate change and sea-level rise (e.g., retreat; in some cases entire islands could be eliminated, so abandonment would be the only option)
- Generally limited natural resources, many of which already are heavily stressed from unsustainable human activities
- High susceptibility to natural hazards such as tropical cyclones (hurricanes) and associated storm surge, droughts, tsunamis, and volcanic eruptions
- Relatively thin water lenses that are highly sensitive to sea-level changes
- In some cases, relative isolation and great distance to major markets
- Extreme openness of small economies and high sensitivity to external market shocks, over which they exert little or no control (low economic resilience)
- Generally high population densities and in some cases high population growth rates
- Frequently poorly developed infrastructure (except for major foreign exchange-earning sectors such as tourism)
- Limited funds and human resource skills, which may severely limit the capacity of small islands to mitigate and adapt to the effects of climate change.

Small Island (Developing States) faces multiple disadvantages, which the impacts are multiplied due to the smallness of the islands. The issues that SI face such as; small size, insularity and remoteness, proneness to natural disasters, and environmental factors have been discussed by many researchers. The fragility of their ecosystems and constraints on transport and communications, which created, *inter alia*, almost insurmountable distances between market centres and a highly limited internal market, were further contributions towards the hindrance of development within these countries. Each of these factors has multiple implications that affect the island, and should be considered when trying to create a development plan.

Small size of the island is the largest disadvantage as it has many other implications that are affiliated with it. Small islands usually have limited natural resources, which limits the ability to produce goods.

Small size of the island is the largest disadvantage as it has many other implications that are associated with it. Small islands usually have limited natural resources, which limits the ability to generate goods. This also creates a high dependence on imports so the nation has the goods that it needs. Importation also has issues due to the fact that these islands have limited import options and limited substitution possibilities.

Many SIDS that do develop import substitution policies tend to have higher prices in order to regulate the economic environment (Briguglio, 1995). SIDS also need to keep a high foreign exchange in order to maintain or increase economic status, in order to do this many SIDS increase exports. Due to the small domestic markets the services and products that a country creates is limited; this often leads to limited control in the prices of exports and imports (Abeyratne, 1999; Briguglio, 1995).

Insularity and remoteness is another disadvantage of small island developing states (Abeyratne, 1999; Briguglio, 1995). Transport costs tend to be higher as a result of being distant from other main transport routes or commercial centers. Also, shipments tend to be smaller because the islands are not on route to main destinations, which again increases the costs of these goods. SIDS also face uncertainty with supplies, some countries are actually archipelagic which means they are made up of multiple islands. The dispersion of goods between all of these islands can be limited which creates the uncertainty with supplies. Many countries choose to keep a large stock of supplies on hand, but this increases costs for products because of operations for the warehouses and personnel.

Environmental factors in SIDS are a disadvantage as they increase pressures and make the countries more susceptible to additional problems. SIDS are extremely prone to natural disasters. As islands hurricanes, typhoons, earthquakes,

landslides, and volcanic eruptions can devastate the countries as the actual size of the communities are relatively small so the impacts spread throughout the nation. Many of these disasters can wipe out agricultural areas and severely impair the produced goods of these countries (Briguglio, 1995). As SIDS continue to develop houses and other industries continue to take over traditional agriculture areas, which increase the stress on the remaining environment. In addition, tourism relies heavily on coastal zones and other marine areas. Multiple uses of the environment can render significant negative impacts.

Typical characteristics of SIDS is their unique and fragile ecosystems, they are large contributors to global biodiversity. In addition, they are also fragile in the sense that they have low resistance to changes in the environment such as global warming, rise in sea level, and erosion (Abeyratne, 1999).

### **2.3.2 Sustainable Tourism in Small Island**

Small islands with the unique ecosystem and specific natural environment tend to depend on tourism as the prime industry more than larger state do. This is could be associated with the advantaged that small islands have in tourism related activities, the natural attraction including the climate. No wonder that many government of SIDS put tourist as their development priority and undertaking to maximize their island's tourism potential by further developing the industry through promotion campaigns, building of hotels and other tourists facilities, and enhancing their air and sea links with other countries.

The dependency of Small Islands on tourism industry is bigger than any others, particularly from employments and the related activities associated with tourism, such as hotels, restaurants, airports, seaports, transport, travel agencies, souvenir shops and restaurants, but also in agriculture, fishing, banking, printing, and other activities with which the tourists come in contact, including sections of the public sector.

According to Archer 1982 in Brugiglio and Brugiglio, 2001, the rise of multiplier affect were induced by the large proportion of tourism-related employment in SIDS generate a large proportion of national income originates directly and indirectly from tourism, and this, in turn, induces further income.

Due to the uniqueness and limitation of Small islands or SIDS, tourism, however, tends to deliver a number of undesirable economic effects. Some of these relate to foreign control of tourism and tourist related activities and also mass scale tourist establishments in SIDS tend to be foreign-owned, and this may lead to developments which are not in the long term interest of the island itself.

It is shows that to manage and develop the sustainable tourism in small islands, there are core indicators that have to be measured. Ecological, social, planning and economic are the generic indicator groups or sectors that being considered to reach the sustainable tourism.

From ecological sector, there are five specific measures as indicator such as:

1. Site protection. The category of site protection is according to the International Union for the Conservation of Nature and Natural Resources (IUCN)
2. Stress. Stressing caused by the number of tourists that visiting the site per annum/peak month. This is very important for small islands due to the carrying capacity of the islands that very limited compared to other area.
3. Use intensity. The intensity of use in peak period.
4. Waste management.
5. Critical ecosystems. Based on the rare or endanger species in that area.

The specific measures of sustainable tourism development in small islands based on the social sector are:

1. Social impact. Ratio of tourist to locals (peak period and over time)
2. Local Satisfaction. Level of satisfaction by locals, it can be measured based on questionnaire.



Based on planning sector, to reach the sustainable tourism development in small islands there are two specific measures to be done:

1. Development control. The presence of environmental review procedure or formal controls over development of site and use density.
2. Planning process. Existence of organized regional plan for tourist destination region, including the tourism component.

Economic sector as the last sector that has to be thought over with these specific measures:

1. Customer satisfaction. Level of satisfaction by local, reach based on questioners.
2. Tourism contribution to local economy. Proportion of total economic activity generated by tourism only.

All of these core indicators with the specific measure are accepted internationally.

#### **2.4 The Roles of Government in Development of Tourism Sector**

Government roles are very crucial in order to promote the successful of sustainable tourism development. According to Damanik, 2006 in Alan 2007, several governments' roles to support the development of tourism were:

1. Confirmation and consistency about the land use for the development of tourism areas, including the assurance of the ownership, the rental system, etc.
2. The protection of the nature environment and the cultural to maintain the attraction of the tourism object/area, including the rules about utilization of these environmental resources.
3. The provisions of the infrastructure of tourism (the road, the port, the airport, and the transport).
4. The simplification of some procedure in fiscal, tax, and permit issuing for business in tourism sector, so that the community is more pushed to carry out the tour and tourism efforts were can increasingly fast developing.

5. The security and amenities on a tourism area and the appropriateness test of tourism facilities.
6. The health guarantee in the tourism area through certification of the environment quality and the facilities that was used by tourists.
7. The tourism institutional strengthening by means of facilitating and widening the network of the group and the organization.
8. Assistance in the promotion of tourism, namely the expansion and the intensification of the network of the group and the organization in and out of the country.
9. The regulation about competition for efforts that enabled the same opportunity for everyone to do business in the tourism sector, to protect the small business doing by local community, and to prevent the tariff war, etc.
10. The development of human resources by applying the certification system of competence of tourism manpower and accreditation the agency of tourism education.

To carry out there very strategic roles the government, especially local government, must compile the clear plan. So, the regional government/the autonomy Province must has prepared professional human resources apparatus that could identify, inventory, maintain and develop the tourist attraction in their area, as well as maintained the collaboration with the tourism NGOs, community and coordination with central government to promote the tourism in national and international scale.

Therefore the tourism development of a region should focus on tourism destination in accordance with the potential for nature, the culture and the community that were received in respectively the area. In this context, each area must be able to position the area/region in the framework of national tourism development and followed by regional tourism planning and the efforts to increase the quality of (local) human resources competence.

In the long run the role of the community indeed was the most important part in the development of tourism because they involved directly in the utilization and the maintenance of these potential/tourism objects. But, without the regional government's support, the ideal condition will be difficult to be achieved.

## Chapter 3

### Sustainable Tourism Development in Small Island (Malta Republic)

#### 3.1 General Description

Malta or Republic of Malta is an island nation which consists of 7 small islands, Gozo, Malta, Comino and 4 other very small islands (Filfla, Cominotto and the Islands of St. Paul), located in the Mediterranean Sea in Southern Europe. The first larger three islands are inhabited, and the rest are still uninhabited. With total area of approximately 316 km<sup>2</sup> (120 square miles) and population of 403.532<sup>2</sup>, Malta is the most densely populated country in Europe.

Geographically, Malta is located on 35°50'N, 14°35'E. As located in the Mediterranean Sea and just 93 km from Italy, South of Sicily, makes Malta is famous with the warm water island<sup>3</sup>. Numerous bays along the indented coastline (140 km) of the islands provide good harbors. The archipelago itself lies on the edge of the African tectonic plate, as it borders with the Eurasian plate. The landscape is characterized by low hills with terraced fields<sup>4</sup>. With this condition, Malta become one of favorite tourism destination area that sell sun, sea and sand.

As an industry, tourism in Malta is the 3<sup>rd</sup> largest industry (Malta Tourism Authority [MTA], 2004 in Dodds, 2007) after foreign trade and manufacturing and contributes about 24% of gross domestic product (GDP), 25% of goods and services, and 41.000 fulltime jobs (27% of total employment) (MTA in Dodds, 2007).

---

<sup>2</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/mt.html#Econ>. Accessed on 8 July 2008.

<sup>3</sup> Dodds. R. (2007) Malta's Tourism Policy: Standing still or Advancing toward Sustainability?

<sup>4</sup> [http://en.wikipedia.org/wiki/Geography\\_of\\_Malta](http://en.wikipedia.org/wiki/Geography_of_Malta)



Fig. III.1. Map of Malta

Source: [http://en.wikipedia.org/wiki/Geography\\_of\\_Malta](http://en.wikipedia.org/wiki/Geography_of_Malta) [accessed at July 2008]

### Existing Condition

Land use in Malta is divided as arable land 31.25%, permanent crops 3.13%, and other 65.62% (2005). As an archipelago with small islands, Malta faced with some environmental issues such as very limited natural fresh water resources and increasing reliance on desalination<sup>5</sup>. In summer, when the amount of water-use is very high, the rain is rare. But in the winter, the rainfall is very heavy and running off directly to the sea rather than absorbed into the ground. For fresh water, Malta depends on underground reserve and more than half of potable water is

---

<sup>5</sup> (<https://www.cia.gov/library/publications/the-world-factbook/geos/mt.html#Econ>) accessed at 7 July 2008.

produced by desalination (processes that remove excess salt and other minerals from water), which creates further issues of fuel use and pollution<sup>6</sup>.

### 3.2 Tourism in Malta Republic

According to MTA's Strategic Planning and Research Division that conducted Tourism profile survey, prove that the novelty of the destination combined with its rich and diverse history and culture experienced in warm climate is the selling point of the Malta.

Based on Seasonal Pattern, majority of tourists arrive between April to October or summer season. This is mean that the problem of tourist densities was worsening in the summer months.

As one of the most contributed sector in economic of Malta, amount of tourism arrival intently since the 1960's until the late 1990's. Tourists in Malta mostly came from other countries, likes UK, Germany and other European countries (see table 3.1 and 3.2), and most of them are repeat visitors with average number of visitors stay is 9,5 night .

Table III.1 International Arrival in Malta: 1959 - 2006

Year	International Arrivals
1959	12,583
1970	170,853
1998	1,182,240
2006	1,124,233

Source: Ministry of Tourism (2000:12); Deloitte Malta Tourism Review (2004); Malta Tourism Authority Statistic in Dodds, 2007.

---

<sup>6</sup> <http://en.wikipedia.org/wiki/Malta>

Table III.2. Visitations to Malta by Country, 2000 – 2006

Year	UK	Germany	Italy	Other	Total
2000	428,780	204,740	92,522	489,671	1,215,713
2001	451,530	160,262	93,564	474,789	1,180,145
2002	444,335	142,106	100,875	446,498	1,133,814
2003	459,565	125,011	94,175	447,850	1,126,601
2004	Data not available				1,156,028
2005	483,171	138,216	92,454	457,502	1,171,343
2006	431,340	125,811	112,549	454,533	1,124,233

Source: Ministry of Tourism (2000:12); Deloitte Malta Tourism Review (2004); Malta Tourism Authority Statistic in Dodds, 2007.

Based on table III.1, amount of visitors in increase significantly especially since 1960, the booming of mass tourism, until the late 1990s. Though there is some decreasing in number of incoming tourists from 2000 to 2006, tourism is still significant for Malta. Since 1975, the number of visitor already precede the number of Malta population (almost 2,5 to 3 times)<sup>7</sup> and this was give significant pressure to the condition of Malta related to its carrying capacity (Mitchel, 1996 in Rodds, 2007).

### 3.2.1 Infrastructures

#### *Tourist Accommodation.*

In 1999, the number of tourist establishments was 246. Hotel accommodation consisted mostly of the 3-star (51 hotels) and 4-star (34 hotels) category, with a share of about 77 percent of the total available hotel beds. Five star hotels accommodation accounted for only 14 percent of total hotel beds (however this category of accommodation has more than doubled between 1996 and 1999, in line with the tourism policy of the government to attract more upper market tourists by building new four and five star hotels). In 1999 the average annual occupancy rate in all establishments was around 58 percent. As is the case with the length of stay, the overall occupancy average conceals considerable variation between different types of accommodation and different seasons. In 1999, the

---

<sup>7</sup> Briguglio and Brugugli, 2000

highest occupancy rates were for 4 star hotels (with 80%). while the lowest were for 1 star hotel with 14%. In the summer months occupancy rates tend to be almost twice as high as they are in the winter months, and in August of that year they overall average might have exceeded 90%.

### **3.2.2 The Impact of Tourism on Economy**

#### ***Economic Contribution***

The direct contribution of tourism on the economy can be measured in terms of its contribution to GDP, balance of payments and paid work. In recent years, the tourism expenditure directly contributed about 15 percent of the gross domestic Maltese product 5 and 25 percent of the external inflows from exports of goods and services. Multiplier analysis in connection with the Maltese inbound tourism would seem to indicate that tourism spending often leads to a higher multiplier effect than most of the merchandise exports, because the content of the added value of production in related to tourism contributes to the relatively high (Briguglio, 1992, Mangion, 1999).

Through international transport, tourism has also contributed to the domestic economy because a significant amount of incoming tourists who use the national airline, Air Malta. There are no published statistics on the total contribution of tourism to paid employment in Malta.

It is already mentioned before that the measurement of this contribution is not easy since the tourist spending generates jobs in virtually all economic sectors. However, it is known that in 1999, the hotel industry, which in Malta is almost exclusively focused on international tourism, which operates around 9 thousand persons, equivalent to 6 percent of the total salaried workforce. This of course does not represent all those tourism jobs. A "guestimate" of the total number corresponds to about 21000, on the assumption that employment by the tourism as a proportion of total employment reflects the contribution of the tourism expenditure (including transportation) to the GDP.



Although tourism does not contribute as much as the manufacture to the Maltese economy, it is growing while that of manufacturing is declining. And within ten years, it is quite possible that the share of GDP originating from tourism will take the lead.

### **3.2.3 The Impact of Tourism on Environment**

It can not be refused that the development of tourism does constitute a major problem in environmental problem of small islands, but tourism is not the only one to be blamed. In this section there are lists of the main areas where the environmental impacts of tourism are the most striking.

#### ***Increase in demand for building.***

As a result of intensive development in certain areas, building of the tourist accommodation, especially hotels and apartment blocks, has increased at a very rapid pace. The St. Paul's Bay and the Sliema/St. Julians area have been completely transformed by this development. Other negative results of this development are the intense noise from construction activity, the vast amount of waste and dust of demolished structures and excavations. Newly developed tourist structures, sometimes a whole village, have also abolished habitats in the Maltese countryside. Other additional negative effects associated with aesthetics, especially when new high-rise concrete structures have replaced the traditional Maltese beautiful houses.

#### ***Increased production of waste***

A number of popular bays were closed for swimming due to sewage pollution cause by the poor condition sewerage network in Malta after some year cause. This has led to considerable discomfort associated with false scents and inability to swim in the bays, and perhaps more importantly, it has damaged marine and coastal life and induced an accumulation of toxic substances in marine organisms

***Problems arise also from household wastes.***

This is a very big problem in Malta, and tourism is accentuated. One of the main attractions in Malta are too full of rubbish bins, and the huge waste disposal sites at short distance from the residential centres.

***More use of environmentally dangerous products.***

The increase in tourism in line with it increased use of environmentally dangerous products, such as plastic containers and emissions of toxic gasses from cars, power stations, and barbecue grills. In conjunction with this, there is also an increase in noise pollution from cars, incoming aircraft, speedboats, air-conditioning units, water purification, and so on.

***High tourist densities***

Tourism has intensified the use of transport, beaches, and other entertainment and cultural facilities in Malta. The huge number and density of tourist induce discomfort for the local residents, especially those living in tourist areas. Not only made congestion, but has additional side-effects, including destruction of beach habitats (especially the sand dunes), trampling on fragile habitats in the country side, and over-visitation rates in fragile archaeological sites. Even though tourism is often associated with environmental degradation, it should be kept in mind that non-tourism activities also have major negative impacts on the environment, and therefore the identification of environmental harm by tourism need not be a case for alternative forms of development. In Malta, for example, the manufacturing industry, with its reliance on machinery, fuel, and water consumption, may at times be more environmentally unfriendly than tourism. The ship-repair industry, which uses considerable amount of grit in sandblasting, and the agriculture industry, with its reliance on pesticides, also cause irreversible environmental damage in Malta. To be sure, no economic activity is environmentally neutral, and tourism is not always the worst culprit in this regard.

### ***Some Environmental and Cultural Benefits of Tourism***

Having listed a number of dangers, and the list is by no means exhaustive, it is pertinent to emphasize a number of positive points associated with the impact of tourism on the environment.

#### ***Environmental awareness of tourists***

Sometimes tourists who come to Malta are more environmentally aware than the local residents. Dumping waste in residential areas and littering the beaches is associated more with Maltese residents than with tourists. Building without any aesthetic and environmental considerations is more common in domestic residences than in hotel and tourist complexes. Most tourists visiting Malta, come from Western European countries, where economic affluence and stronger civic awareness has enabled the local population to assign more importance to environmental protection than is the case in Malta.

#### ***Promotion of arts and crafts***

Certain traditional arts and crafts of the Maltese Islands, such as lacemaking and filigree work, have been revived because of demand from tourists.

#### ***Awareness of cultural heritage***

Malta is renowned for its wealth of historical and archaeological heritages, which, before the advent of large scale tourism, were probably not appreciated enough. Tourists are mostly more valued the places of cultural importance than the locals.

### **3.3 Motivation for Sustainable Tourism**

According to Bramwell, 2003 in Dodds, 2007, in the name of substantial economic benefits, many Malta resident had to experienced and tolerated with the

mass tourism's unwanted cost since 1960's to the mid of 1980's. And since the number of incoming tourist per year is about 2,5 until 3 times the population, in the early 2000's the Malta began to recognize the effect or negative impact of tourism as well as of economic losses if the number of tourism started to decrease.

*“A possible emergence of environmental and social concerns in tourism (a part of the triple bottom line, based on economic, social, environmental considerations) was the growing consumption of land and natural resources by building development (Bramwell, 2003:12)”.*

The remedial action is needed to face and reduce the negative impact of the tourism. Briguglio and Briguglio (2001) in their research, bring forward the development of alternative form of tourism or through certain preemptive and corrective measures, such as alternatives forms of tourism, combine between the cultural tourism and its famous mainstream tourism, warm climate of Mediterranean with the sea, sand and sea..

It is necessary for the government of Malta to adopt measures which will reduce tourism inflows. The carrying capacity of the islands will become the constrain that will slow down the rate of increase of tourist inflows, not probably the result of a pre-determined government policy.

### **3.4 The Roles of Government**

After acknowledge the impact of the mass tourism, in the mid-1980's, the government's approach to tourism was to attract 'quality tourists' and additional promotion of cultural tourism was undertaken. Some of the approaches are the policy for all new hotels to be 4-star or 5-star to improve standards in 1987 and there was also a downturn on issuing building permits, and subsidies for hotel building were eliminated, but it can be said that the government still focused on economic gains with no great consideration for the environment.

By 1992, government starts to release other policies which focused on improving quality and focus on the environment in Malta. An Institute for Tourism Studies

was also established which introduced a course in Tourism Culture as part of the certification of tour guides. An in this year, the Development Planning Act of 1992 set up the Malta Environment & Planning Authority (MEPA) which authorises the control on land development and building in accordance with approved policies and procedures as set out by the 1990 Structure Plan (Boissevain & Theuma, 1998, in Dodds, 2007). There were also numerous environmental and land use controls such as the Planning Authority Structure Plan's Development Zones (2000: 9) to keep the building of tourist accommodation in check and general procedures set up by both the Malta Environment & Planning Authority (MEPA) and the Malta Tourism Authority (MTA) for new building construction.

There were a number of recommendations from Horwath & Horwath Consultants, whom completed The Tourism Master Plan in 1989, about the need for unified organization that looked at development as well as marketing of tourism and the need to diversify away from the UK market and also threat culture as two interdependent with tourism (Ministry of Tourism, 2001).

In September, 1999, a new structure of MTA is established. MTA took over the function and responsibility of the National Tourism Organization in Malta (NTOM) (national tourism office focused almost exclusively on marketing), together with the operation of the Hotel and Catering Establishments Board in January 2001. By this new structure it was believed would provide a stakeholder platform to address growing concerns about tourism.

The Carrying Capacity Study as one of the most significant moves towards addressing sustainability undertaken in the late 1990's. This study, set a scenario for tourism development and will be used to provide guidelines to the industry" (MTA Strategic Plan 2000-2002:10 in Dodds, 2007).

The Carrying Capacity Study recommended the following:

- Sectors contributing to the tourism economy must be maintained by increasing foreign earnings and per capita expenditure.
- Investment must be channelled toward resource efficiency segments.
- Social and private benefits and costs must be assessed to assist in the direction of resource allocation (resources must be allocated to their best use).
- Volume of hotel-type bed stock must be stabilized and quality of service upgraded while occupancy levels and room rates improved.
- Summer volumes must not exceed saturation levels.
- Improvement of current product and better presentation of available options. (Ministry of Tourism, 2001:31 in Dodds, 2007)

Carrying Capacity Study as the central of government tourism policy was conceived in the subsequent 2000-2002 Malta Tourism Strategic Plan. The plan noted that “the long term future of the Maltese tourism industry is linked to the sustainable management and development of the product. Within this context sustainability means achieving growth in a manner that provides the visitor with a meaningful experience, without causing an adverse impact on the country’s resources and social fabric” (MTA Strategic Plan, 2000:10 in Dodds, 2007). The 2000-2002 Plan summoned for:

- A repositioning of Malta into a destination of choice.
- The development, improvement and maintenance of vital parts of the existing tourism product.
- A focus on quality standards.
- A new approach to current marketing strategies and target markets.

There were no specific guidelines or objectives set out in the 2000-2002 Plan, although sustainability is mentioned, because the finalising of Carrying Capacity Assessment study was still in progress.

The 2002-2004 Plan was the first to encompass specific measures and objectives relating to sustainability. This Strategic Plan was not exclusively focused on sustainable tourism; yet, there are a number of objectives within it which connected to the industry's sustainability, most of which were formulated after the Carrying Capacity Study in 2001. The 2002-2004 Plan “embraces the findings of the Carrying Capacity Study, central to government tourism policy, and requires stakeholders as well as strategic partners to coordinate efforts in an integrated approach to problem solving and proactive planning” (MTA 2002-2004 Strategic Plan:5).

The objectives set out in this plan emulated the master plan originally proposed in 1989 by remark that markets must be diversified and that development of the product must be addressed in addition to marketing. The distinction was that a new organizational structure had been created out of the recommendations submitted in the 1989 Master Plan and the new directorates of the MTA had been in operation since 2000. The MTA was an umbrella organization forming a Department of Corporate Services and four Executive Directorates: Marketing and Promotion; Product Planning and Development; Human Resources & Support Services and Enforcement when this study was undertaken during the period 2000-2004.

The 2002-2004 Strategic Plan addresses the aims of sustainability in both corporate mission and objectives. Its corporate mission was “... to advance the economic and social activities of tourism in the national interest by working with all stakeholders to develop a sustainable industry for current and future generations”. The Corporate Strategies outlined in the 2002 - 2004 Strategic Plan are as follows:

- Deliver value and customer satisfaction by enhance product, environmental and quality of service
- Implement programmes to exploit Malta's unique value proposition
- Diversify markets to improve seasonality and value
- Provide information for decision-making

- Regulate the industry on the basis of defined standards
- Build partnership with stakeholders

The two main reasons for the integration of sustainability into the policies of 2002-2004 were that Malta believes that the tourists were looking for more than just "3 S" tourism and a recognition that the country needed a more diverse products with a view to the possible competitive advantage (*MTA, 2000:8*).

The provided of the attraction of mass and “mainstream” tourism on economic grounds, preemptive and corrective measures to reduce its negative impacts may be more meaningful and operationally useful than policies to reduce the inflows of tourist to the islands.



## **Chapter 4**

### **Sustainable Tourism Development in Small Island (Indonesian Small Island, Morotai Island)**

#### **4.1 General Description**

The development programmes on small islands in Indonesia has been refocused to the development in Marine sector. The small islands have big potential for development of raw materials for industries, such as fishery, manufacturing, and tourism. These islands will supply productive natural resources (Retraubun, 2003 in Adisumarto, 2003). The small islands are resources potential of coral reefs, seagrass, mangrove, fishery resources, as biological resources, as well as non-biological resources such as mining and marine energy.

Most of small islands in Indonesia are still underdeveloped. The limitation of natural resources, human resources, capital, and the insularity that related with the high price, made small island left behind in the development.

Morotai Island is one of Small Island which part of Halmahera Utara Regency in Maluku Utara Province, Indonesia. Geographical location of Morotai is in the northernmost of Maluku Utara Province and laid between 2°19 North and 128°32 east. As a province, Maluku Utara was establish at 1999 and Halmahera Utara Regency was founded in 2003 based on Regulation (UU) No.1 on 2003. Total area of Morotai is approximately 1.696,8 km<sup>2</sup> and the number of population, based on the National Economic Social Survey in 2005 conducted by BPS (Indonesian Statistic Bureau), is 49.911<sup>8</sup>. Administratively, Morotai Island is consists of three sub-districts, Morotai Utara, Morotai Selatan and Morotai Selatan Barat.

Located in equator line, and surrounded by Pacific Ocean in the east, Philippine Sea in the north, Celebes (Sulawesi) Sea in the west and Halmahera Island in the south, makes Morotai Island became a very beautiful and unique small island with the all potentials that needs in promote the tourism.

---

<sup>8</sup> Halmahera Utara Regency in Figures, BPS, 2005 - 2006



Fig. IV.1 Morotai Location

Source: [http://www.lib.utexas.edu/maps/middle\\_east\\_and\\_asia/indonesia\\_pol\\_2002.pdf](http://www.lib.utexas.edu/maps/middle_east_and_asia/indonesia_pol_2002.pdf)  
[accessed at July 2008]

Halmahera Utara Regency must deal with the problem related to the limitations and insufficient of the infrastructures in almost all the sub-districts as well as the area of the small islands. This caused the low level of accessibility. The occurrence of the horizontal conflict in 2000 resulted in destruction of the public infrastructures and most of the settlement. Moreover, this regency also faced with the low level of human resources quality as well as the topography condition of the Halmahera Utara Regency that composed by mountain, hills, and valley, which make it unique. These are could became an advantages at a time become a challenge especially for development.

The development of the region involved various parties/stakeholder so that need regulation in order that the development could take a place and can be good implemented with consideration of equity and community welfare as well as the continuity of the environment (Sustainable Environment). It is hope that sustainable environment will rise the advantages towards the economics process in the Halmahera Utara Regency.

## **4.2 Tourism in Morotai**

### **4.2.1 General Condition**

As tropical island, Morotai has a lot of natural potential for tourism such as natural land panorama, beautiful white sand beaches, rich coral reefs teeming with colorful fish and other marine life, typical rainforest flora and fauna for example birds with beautiful voices and plumage (Nuri, Green dan Red Kakatua, Mamua), the culture (traditional ceremonies, traditional dancing, etc) and historical relics particularly from the WW II period (airport/runway from the World War II, bunker or place where Mac Acthur stayed/hiding, Panzer and some hard equipment from World War II).

Unfortunately, those potential tourism still unsupported with adequate infrastructure, so as it become undevelop optimally. Recently, there are some problem faced by Morotai Island as part of Harmahera Utara Region, such as:

- (1) Limited in accessibility;
- (2) unadequate infrastuctures and supra-structures;
- (3) unadequate human resources;
- (4) as in sub-distict level, there is limitation in institutional government to give direct support to the tourism sector.

#### **4.2.2 Tourism Potential**

Overall, tourism potentials in Morotai Island can be classified as: (RIPPDA Maluku Utara):

##### 1. Marine Tourism

- Beach and sea Saninyamau Island, Village Saninyamau Morotai Selatan Barat Sub-district. This is white sand beach near to traditional fishery village.
- the Dodola Island Marine Park and Morotai in the Morotai Selatan Sub-district
- the sand Coast & the marine park of Zum-Zum Island in the subdistrict of Morotai Selatan
- Sea Nature Reserve of Wayabula
- Mangrove Forest conservation in the south western coast of Morotai Island.

##### 2. Natural Landscape.

- Typical fauna such as Bidadari birds. This kind like paradise bird had the uniqueness because of the form of its long hair in the chest, this bird was found in the Halmahera island and surrounding area. This kind of bird is rare in the world. Apart from the fairy's birds there are also the other birds like Muleu birds, Mamua birds, the parrot, et cetera.
- Natural forest and mountains in the middle of the Morotai island.
- Agro-tourism in the middle of Morotai Island..

##### 3. Historical Tourism.

- Zum-zum Island was located 2Km on the west of Daruba, the capital city of the Morotai Selatan Sub-district. It is the small island with white sand and the enchanted natural panorama. These islands also as place of General Mc-Arthur, and until now there are several remnants of war equipment from WW II remain in this location.
- The area of Morotai airport (runway) as the historical site of WW II

#### 4. Cultural Tourism.

- Traditional Bride Costume; these costume were only worn by the family and the descendants of the sultanate, especially in the glory time of the Sultanate beforehand, but nowadays, this costume could be used by the local community when holding the marriage.
- Soya-soya Traditional Dance; the dance of Soya-soya was the typical traditional dance of Maluku Utara, and performance for welcoming the guests when visiting this area.
- Gala Traditional Dance is the social dance of the local community. Usually presented in the wedding reception or other the ceremony.
- Multi ethnic village in the Rau Island.

#### **4.2.3 Infrastructure**

As located in the northernmost of north Maluku Utara Province, where is in the east part of Inonesia, Morotai is quite far from Jakarta, the capital city of Indonesia, where as the international enterance gate to Indonesia. But not only Jakarta, there are also several city that became international and national enterance gate likes Surabaya, Makassar, Bali and Manado. To reach Maluku Utara and especially Morotai Island, here are some altenative ways, by air and by sea. By air from Jakarta, the route are:

Jakarta – Makassar (South Sulawesi/Sulawesi Selatan) – Ternate or other alternative Jakarta – Manado (North Sulawesi/Sulawesi Utara) – Ternate. And from Ternate we have to use speedboat to Sidangoli (Halmahera Island). From Sidangoli by car to Tobelo (the Capital city of Halmahera Utara Regency) around 3 hours, and then we continue by boat to reach the Morotai Island.

Tobelo is one of the main entrances to the Morotai Island.

#### ***Tourist Accommodation.***

The accomodations for tourism right now in Morotai Island, based on the amount, is very low. These accommodation to support tourism only available in Morotai

Selatan Sub-district, with the limit number and facilities. There are only three hotels with small numbers of rooms.

#### 4.2.4 The Impact of Tourism

##### *Economic Contribution*

The most common livelihood activities in Morotai Island are agriculture, plantation, fishery and public sector. Cocoa, coffee, coconut, clove, nutmeg, rice field, corn, casava, sweet potato, etc are the kinds of crops that local people plant in their field. All the economic related activities that local community done is only to fulfil their (local people) daily needs. It is showed that the trade sectors is still undevelop well.

For contribution to economic, based on Halmahera Utara Regency in Figures, the biggest contribution is come from agriculture, followed by manufacturing industry and trade, restaurant and hotel.

Table IV.1. The Gross Regional Domestic Product of Halmahera Utara Regency  
(In Thousand Rupiah)

	2003	2004	2005
Agriculture	160,762.50	175,904.09	195,765.90
Mining and quarrying	558.57	1,030.81	1,932.54
Manufacturing Industries	84,197.76	84,262.43	84,021.76
Electricity and water supply	1,738.81	1,987.01	2,351.64
Construction	3,181.27	3,210.00	3,325.40
Trade, Restaurant and Hotel	75,020.10	84,719.98	95,918.11
Transportation and communication	23,416.28	30,374.89	40,082.84
Financial, Leasing and Company	10,006.31	10,351.26	10,709.84
Services	15,055.06	15,809.26	16,654.10
	373,936.66	407,649.73	450,762.13

Source: Halmahera Utara in Figure, BPS (Indonesian Biro Statistic) 2005-2006.

Recently, the contribution from tourism industry is still insufficient to the local economic. That is why tourism sector is not counted as the single industry like others, but it mixed with other sector. There are no published statistics of number of the visitor nor the income related from tourism.

### ***The Impact of Tourism on Environment***

As the small island with the unique and fragile ecosystem, Morotai Island has a big probability to face with environmental dangers caused by tourism or other economic activities. For now, as an area that quite inaccessible because of the distance from other main islands, the impact, especially the negative, is still insignificant.

## **4.3 The Roles of Government**

### **4.3.1 Central Government**

In Indonesia, regulation about tourism in general is stated in Act number 9 year 1999 passed by The President. And in 2004, the regulation about tourism in small island is provide. Regulation number KM.67/UM001/MKP/2004 that is passed by Tourism and Cultural Ministry is about General Directive/Guidance of Tourism Development in Small Island. In this regulation, government consider:

- That the small islands with the high biological diversity, biophysics uniqueness and its special characteristics of the community's culture had the big potential as one of the driving-force for the development of tourism.
- That in the utilisation of the potential resources of small islands through the management of the tourism activity that sustain for increase the welfare of the community in economic and culture as well as the development of the area, the regulation of tourism development in the small islands is required.

- Accordance to those, it is necessary to provide General Directive/Guidance of Tourism Development in Small Islands based on the Regulation of Tourism and Cultural Ministry.

Since the effectuation of Act Number 32 about Local Government, every local government (province, municipality and regency) are supposed to develop and manage their potentials.

The objective of this directive is “Developed the potential of the small islands through the sustainable tourism management that has global competitiveness, to increase the welfare of community in the economic and culture as well as the development of the area based on national framework” (Regulation number KM.67/UM001/MKP/2004 about General Directive/Guidance of Tourism Development in Small Island).

The tourism development of small islands is inseparability with the national tourism development. Actually, the development of tourism in small islands supposed to be based on religion and local culture, with respect to local community’s rights.

There are some principles that have to follow in the tourism development of small island, are:

1. Balance/Harmony Principle

The management of tourism in small islands based on the harmonization/balance between the development of economic, social-culture and conservation.

2. Community Participation Principle

Involve the community in the management and development of tourism

3. Conservation Principle

Give attention, responsibility and commitment to the environment preservation

4. Integrity Principle

Tourism in small islands have to be plan and manage regards to their ecosystem and integrated with other development sectors.



#### 5. Law Enforcement Principle

The tourism development of small islands based on the law and regulation of Republic of Indonesia.

With the regulation, it is hoped that the development of tourism in small islands can give better contribution both to the region and community of small islands.

As already state before, Halmahera Utara Regency, especially Morotai Island faced some problems or limitation in develop the tourism in their area. The good news is, Morotai Island already have some development study related to several sector. The development study that already done by government (national, province or regency level) are:

- Identification of Morotai Island as one of border priority area in Land Use/Regional Planning of Maluku Utara Province;
- Development Policy to make Daruba (Capital City of Morotai Selatan Sub-District) as a trading /service center city and industry in sub regional scale;
- Identification of marine potential tourism and historical related tourism;
- Appoint Daruba as potential city for sea-fishery development.

Regarding to the potential tourism of Morotai Island, Marine Infrastructures Development Planning is produce for overcome the problems or limitation of development in Morotai Island as well as to optimize the local potention that still unmanage well yet. Direktorat of Public Work (Central Government) provide technical assistance in order to supporting this planning.

#### **4.3.2 Local Government**

Based on (RIPPDA Maluku Utara), the Vision of Tourism Development of Maluku Utara Provice stated as "Tourism based on local community, environment/nature and culture in order to increase community welfare as well as

to promote area/regional growth development with regard to environmental awareness.”

The role of Maluku Utara Province in promote the tourism development refer to basic concept of:

1. Develop outward linkage/network with the surrounding area and integrated internal potention in Maluku Utara Province.
2. Sthrenghtening of local value and uniqueness.
3. Preservation and conservation
4. strenghtening competitiveness
5. participation and empowerment of local community
6. Endorsement of safety
7. Support the conducive investment
8. Optimization of local resources
9. Build relation between government (State, Province and Locat) – Private Sectors.

Furthermore, to support the accessibility in Maluku Utara Province, local governments implement the development of the infrastructures. The activities of development were:

- (1) Development of inland road infrastructure;
- (2) Development of the marine infrastructures (local and regional ports);
- (3) Development of air transport infrastructures.

Those are the role of government regarding to support and promote the tourism potential by providing the better accessibility and facilities in general. For Morotai Island, government together with consultant, carry out the identification of potential tourism can be manage and gives the advantages to all parties (government, local community, private sector, etc). This identification based on main variables, such as:

1. The attraction of objects;
2. accessibility and linkage;

3. safety;
4. political will from government;

and beside main variables above, there are also additional variables, likes potential of supporting local resources and investment resources.

The policy support for the development of the tourism was provided by government though different level of policy. Some policies about the tourism object are come from national development planning and the province level.

The identification of tourism potential of Morotai Island based on compatibility and the level of policy provided can be seen in Table IV.2 below:

Tabel IV.2  
The Identification of Tourism Potential in Morotai Island  
Compatibility and Level of Policy

Tourism Potential Objects	Compatibility	Level of Policy		
		National	Province	Regional
Multi Ethnic Village in Rau Island	Compatible			
Saninyamau Beach	Compatible	-	RIPPDA	-
Sea Park Dodola Island	Compatible	-	RIPPDA	-
Beach and Sea Park Zum-zum Island	Compatible	-	RTRW / RIPPDA	-
Historical Relic from WW in Zum-zum Island	Compatible	-	RTRW / RIPPDA	-
Beach and Sea Wayabula	Compatible	-	RTRW / RIPPDA	-
Barat Daya P. Morotai Coastal area	Compatible	-	RTRW	-
Barat Laut P. Morotai Coastal Area	Compatible	-	RTRW	-
Timur laut P. Morotai Coastal Area	Compatible	-	RTRW	-
Beautiful small islets in south west sea of Morotai Island	Compatible	-	RTRW	-
Central area P. Morotai	Incompatible	-	RIPPDA	-
Airport/runway and situs of WW II in Daruba	Compatible	DKP / KTI	RTRW	-
Fisher sea port Sabatai	Compatible	DKP / KTI	RTRW	-

Sourece: Based on study in Main Plan Developing Regional Tourism of Maluku Utara Province,

The results of identification showed that most area or object tourism in Morotai Island is compatible to develop. For some object, especially those had relation to accessibility or transportation (airpot and sea port), already got notice from central government through the Fishery and Marine Departement, while others are regulated through the provincial government.

## **Chapter V**

### **Comparative Analysis**

This chapter will explore/explain analysis comparison about the sustainable tourism development in small islands, with the case of Malta and Indonesia, represents by Morotai Island. The Author will compare and analyze the economic impact of tourism, the indicators of sustainable tourism, and the roles of government in supporting the development of sustainable tourism.

The indicators of sustainable tourism that will be compared and analyze by author are:

- Stress of tourism area
- Use intensity. Both are, counted by the numbers of visiting site and intensity of used in peak period. These two indicators could be seen through the environmental impact.
- Social Impact, known from the ratio of tourist to locals

#### **General Condition**

Malta Republic and Morotai Island has the similarities in their shape, that as a small island. The unique and fragile ecosystem caused by their insularity, could become the advantage as well as the challenge. With the typical characteristic that their have, tourism is become an ideal industry to deal with in order to gain the economic income.

#### **5.1 The Impact of Tourism**

Tourism as an activity that has a significant impact to economic of an area at once contributes to the environmental degradation, negative social and cultural impacts, as well as habitat destructions (Choi, 2005). It is already known broadly that tourism will have two sides of impacts, positive and negative. These impacts mostly occur in economic, social and personal (culture) and environment. And,

related to their carrying capacity and specific character, these impacts will be more intensely to the small islands.

### **5.2.1 The Impact of Tourism to the Economic**

#### ***Malta Republic***

Tourism in Malta is already giving significant impact to their economic. In 2004, tourism in is the 3<sup>rd</sup> largest industry and contributed 24% of gross domestic product (GDP), 25% of goods and services, and 41.000 fulltime jobs (27% of total employment) (Malta Tourism Authority [MTA], 2004 in Dodds, 2007).

The economic benefits which Malta derives from tourism are formidable. With all the vantage, the question at issue here does not therefore relate as to whether or not Malta should continue to derive income and generate employment from tourism, but rather, how best to reduce the damage caused by it. As a small island country, with the limitation on the capacity building, Malta has already huge market for the tourism which can be seen from the exceed of tourist in 1975 until 2,5 to 3 times then the population. The Maltese began to felt the oppression and pressure on the social and physical pushed by this situation, in 2000 the Malta began to realize the effect of negative tourism impact at a time of economic losses that possible to happen if the number of tourism started to decrease.

#### ***Morotai Island***

According to study done by government together with consultant, it shows that Morotai Island has a very good potential tourism. But as a part of new region, the overall developments, the infrastructures and facilities such as tourism accommodations, which support tourism in Morotai Island are still insufficient. Cause of this limitation, the tourism still does not give significant contribution to economic of Morotai Island.

But as already describe in previous chapter, it is possible to attain the better economic income through the tourism activities, with the entire potential tourism object that occur in Morotai Island.

## **5.2.2 The Impact of Tourism to the Environment**

### ***Malta Republic***

Malta, with the develop tourism and the huge number of visitor, experienced the impact of tourism to their environment. Increase in demand for new building, increase production of waste and the problems caused by household wastes, the high use of environmentally products and high tourist densities became the threats of Malta's environment. Though, not all these problem directly caused by the visitors, remembering that Malta is the most densely populated country in Europe, the problems of waste are partly result from the local resident.

Mainly the visitors of Malta are come from the develop country likes UK, Germany and other Europe country which have strong awareness of being environmentally and demand the high standard of environmental quality. Certain traditional arts and crafts of Maltase Island have been revived because of demand from visitor.

### ***Morotai Island***

As still being developing, untouched by the mass of tourism, the environment in Morotai Island is still natural. This situation combine with the unique and rich of local culture can be the selling point of this area. The visited of tourists is expected to become push factor that will revive the performance of traditional culture and arts.

## **5.3. The Motivations for Sustainable Tourism**

The evidence of tourism in Malta requires the need to carry out into practice the sustainable tourism. The impact especially the negative, need to be handle. Because if the parties that related to tourism industry (Maltase Tourism Authorities, the operators, the developers and the owners of business) do not reduce these negative impacts and improve the tourism quality, it could be influence the number of tourism in future. For sure this is not easy to reduce their

dependency to mass or “mainstream” tourism, since tourists come to Malta for its Mediterranean climate with the sea, sand and sun. As a country with the rich historical and archeological heritage, Malta can combine and promote these with its well know type (3S) tourism to gain more “quality tourism”.

Even though there is no evidence of negative impact caused by the activity of tourism, the government of Maluku Utara in general, already acknowledges the importance of managing and developing tourism in sustainable ways. This is imposed in the tourism planning document.

The need to attract more visitors is already recognized by the local government. The protection of the natural environment and traditional culture and arts to attract more tourism to visit Morotai Island is important to obtain.

#### **5.4. The Roles of Government**

##### ***Malta Republic***

Based on consciousness to the impact of mass tourism, Maltese Governments in the mid-1980's undertake the additional promotion of cultural tourism and practice the approach to attract more “quality tourists”. Start in 1987 by producing the policy to improve the standard of the hotels and also to slow down on approve the building permits. Government also released the other policies that focused on improving environment quality in 1992. In this year, an institute for tourism was founded and Malta Environment & Planning Authority (MEPA) was set up through the Development Planning Act of 1992.

In 1999, the new structure of Malta Tourism Authorities (MTA) is established. This establishment was believed will provide the stakeholders to increase growing concerns about tourism. In the late of 1990's, the most significant moves to addressing sustainability in Malta, Carrying Capacity Study, was undertaken. Carrying Capacity as the center of Malta Tourism Strategic Plan, 2000-2004, noted that “the long term future of Maltese tourism industry is connected to the sustainable management and development of the product. The relevance of



sustainable development in Malta Tourism Strategic Plan, 2000-2004, is about intensify the growth of tourism with a meaningful experience without causing an adverse impact on the country's resources and social fabric.

The first Strategic Plan that encompasses specific measures and objectives relating to sustainability is Strategic Plan of 2002-2004. The Strategic Plan that involves Carrying Capacity Study requires stakeholders as well as strategic partners to coordinate efforts in an integrated approach to problem solving and proactive planning.

The aims of sustainability in both corporate mission and objectives were addresses by the 2002-2004 Strategic Plan. The corporate mission was "... to advance the economic and social activities of industry for current and future generation "

Perceive that the tourists were looking for more than just mainstream or "3 S" tourism (sun, sand and sea) and recognition that a diverse products of tourism is needed, became two main reasons for Malta to integrate the sustainability into the policies (Strategic Plan) of 2002 and 2004.

### ***Morotai Island***

Central government of Indonesia is already issued the general regulation in tourism sector since 1999. But for tourism in small islands it self, the regulation was published in 2004 by central government through the Tourism and Cultural Ministry.

There are some considerations why tourism in small islands has to be regulated through specific regulation. Some of them are the high biological diversity of small islands, its biophysics uniqueness, the special characteristic culture of the community had big potential as one of the driving-force for the development of tourism and the need for regulate the utilization of potential resources of small islands through the management of tourism activity. Basically, this regulation only provides the general idea or guidance of tourism development in small islands. Central government gives the independence to local government to develop and manage their potentials. This regulation is made to improve the region and community of small islands through the contribution of tourism sector.

Halmera Utara Regency is the area that Morotai Island as a part of was established in 2003. As new regency, the development in Morotai Island is still undeveloped well. Morotai Island has the potential to become tourism area, but still faced with some problems of accessibility limitation, inadequate tourism related infrastructures and facilities, insufficient human resources, and the limitation of institutional government in order to give direct support to the tourism sector. The acknowledgement of the tourism potential in Morotai Island, made government through provincial government done the identification of tourism potential in Morotai Island based on the compatibility. Not only identified the potential tourism in Morotai Island, local government also planed to develop the infrastructures such as road, local and regional sea ports and air transport infrastructures.

Most of the regulation or policies about the tourism development mostly come from central government and provincial government. The involvement of local government especially in level regional and sub-district need to be increased because of their closed/direct relation to the community and tourism-related activities in Morotai Island.

Table V.I Comparative Analysis Table

No	Indicator of Comparison	Malta Republic	Indonesia (Morotai Island)
1.	Impact of Tourism to Economic	***	*
2.	Indicators of Sustainable Tourism		
	- Stress of tourism area	***	*
	- Use intensity.	***	*
	- Social Impact, known from the ratio of tourist to locals	***	*
3.	The Roles of Government		
	1. Confirmation and consistency about the land use for the development of tourism areas.	***	*
	2. The protection of the nature environment and the cultural to maintain the attraction of the tourism object/area, including the rules about utilization of these environmental resources.	***	**
	3. The provisions of the infrastructure of tourism (the road, the port, the airport, and the transport).	***	**
	4. The simplification of some procedure in fiscal, tax, and permit issuing for business in tourism sector.	**	*
	5. The security and amenities on a tourism area and the appropriateness test of tourism facilities.	***	*
	6. The health guarantee in the tourism area through certification of the environment quality and the facilities that was used by tourists.	***	*
	7. The tourism institutional strengthening by means of facilitating and widening the network of the group and the organization.	***	*
	8. Assistance in the promotion of tourism, namely the expansion and the intensification of the network of the group and the organization in and out of the country.	***	**
	9. The regulation about competition for efforts that enabled the same opportunity for everyone to do business in the tourism sector.	***	*
	10. The development of human resources by applying the certification system of competence of tourism manpower and accreditation the agency of tourism education.	***	*

(Source analysis, 2008)

Note:

\*\*\* = Significant

\*\* = Significant, but still on regulation, not in practical.

\* = Insignificant/not available

## **Chapter 6**

### **Conclusion and Recommendations**

#### **6.1 Conclusion**

Tourism as an activity that has impact, both positives and negatives to the economic, social and personal, and environmental, that is why tourism need to be managed and developed in sustainable way. Sustainable tourism has board definition and area to cope with. While limited definition of sustainable tourism only focused on tourists and communities that involved in tourism, scope of holistic definition would consider the overall sustainable development of destination.

The World Tourism Organization (WTO) develop a set of indicators of sustainable development that would support tourism managers in the decision making process. 11 core indicators are identified to compare tourism's sustainability between destinations that can be used in particular situations such as the coastal zone, mountainous area, wildlife parks, urban environments, traditional communities including small islands. For this thesis, the analysis comparative that is done focused on impact of tourism to economic, three indicators of sustainable tourism, which are stress on tourism area, use intensity of tourism area and social Impact of tourism, - known from the ratio of tourist to locals - , and the last is the roles of government in order to promote the development of sustainable tourism both in Malta Republic and Indonesia.

Sustainable tourism became more important for small islands due to their characteristics and the issues that small islands face, for example small size, insularity and remoteness, proneness to natural disasters and environmental factors. Each of these factors has multiple implications that affect the island and should be considered when build development plan.

The roles of government to support the sustainable tourism development through the issue of policy is very important. With the characteristics and the limitation as a small island, Malta had to cope with all negative impacts of tourism on the environment which mostly due to low carrying capacities and high densities. As an economic activity, tourism in small island will generate the multiplier effect and provide a respectable level of material welfare for its citizens, even though, in the process, considerable environmental damage was caused. That is why it was necessary to find ways to diminish environmental damage without threatening the short-run economic well-being of the small islands.

In producing the policy related to the sustainable tourism development for Small Islands, government had to consider the island's carrying capacity and put into account the indicators of sustainable tourism.

Maltese government realizes the importance of applying the sustainable tourism in order to keep the growth of economic. The increase of people awareness to become more environmentally influenced their choice of tourism destination. Not only tourism, but also community and environment would be suffered if the sustainability of a small island was threatened. To encounter the situation, the tourism authorities of Malta try to collaborate and promote their mainstream tourism with the culture and heritage tourism.

The strategy for tourism in Malta is now based on the concept of sustainability and controlled development. The sustainable tourism is not a remedial, so, it can be done from early development of tourism in an area without waiting for the carrying capacity of an small island is being threatened.

For Indonesia, the government already try to develop the tourism in small islands, at least by providing some regulation in general and give a chance for every local government of small island or those have small islands as part of their area to develop their tourism with consider of the island potential, carrying capacity and the culture of local community.

## 6.2 Recommendation

The practice of sustainable tourism will be easier to be done with the support from government. With the big number of small islands, Indonesia government already provides the certain policy as directive in practicing sustainable tourism development for small islands. Come from central government this regulation, Number: KM.67 / UM.001 /MKP/ 2004, only give the general directive and allow every local government (province, municipality and regency) to develop and manage their potentials.

For Morotai Island, the study or specific regulation related to the tourism was conduct by central government through the Ministry of Fishery and Marine, and province government. There is still no regulation about sustainable tourism provide by local (regency) government as the lowest level of local government. This is needed because the local government is more understand about the condition and situation of their tourism potential objects, social-culture, community and the environment.

Remembering that Morotai Island faced with some problems in supported the tourism activities, especially related with the accessibilty, facilities, human resources and the limitation of local government in order to give direct support to the tourism sectors, the development of sustainable tourism must be take into account all of these problems.

Learn from Maltase experience, the providing of policy of an area such small islands have to consider the carrying capacity and the indicators of sustainable tourism. It is essential to discover the enique of the area that could be sell as tourism object. Not only count on the mainstream tourism (for small islands are sea, sand and sun or 3 "S") but explore the culture and distinctive the natural resources likes the potential vegetation or animal, identify and built partnership with the potential stakeholder.

For the accessibility or the long distance from the entrance gate, both international or national, it is important for local government to collaborate with other region that connected with Morotai Island or based on cluster. For example, local government of Halmahera Utara Regency (the regency of which Morotai Island stand) can collaborate with Ternate Municipality to provide inter-tourism attraction which can interest the visitor. This collaboration will give the additional advantaged for both local governments, tourists/visitor and other parties related to the tourism activities in these area.

To support the sustainable tourism development in Morotai Island, local governments and stakeholders could start to improve the infrastructure and supporting vacilities. Local government can provide the regulation or directive that help and facilitate other parties/stakeholder to built/develop the facilities such as hotels, restourant, transportation or armada, souvenirs shops, etc. And then involve the local community to provide and perform their cutural and traditional arts as the added value of the sustainable tourism.

In other hand, the promotion of the tourism in small island is necesarry to be done. The promotion could be carry out electronically through internet, television or simply the advertaising. Right now, the local government (Halmahera Utara Regency) already start to promote the tourism objects, especially the marine tourism by invited the profesional film maker and photographer to tape the riches of these marine tourism object and construct the tourism web to promote all the tourism objects.

With all the potential tourism object in Morotai Island, it is not an utopian to promote the this small island as one tourism destination in east part of Indonesia.

## References:

- Adisoemarto, Soenartono., 2003., *Small Islands: Protect or Neglect. An Indonesian case*. International Journal of Island Affairs.
- Beller, W., d' Ayala, P., and Hein, P. 1986., *Sustainable Development and Environmental Management of Small Islands*, Man and The Biosphere Series. Vol. 5., Unesco Paris and The Parthenon Publishing Group.
- Butler, Richard., *Implementing STD on a Small Island: Development and Use of Sustainable Tourism Development Indicators in Samoa*, Louise Twining-Ward c/o UNDP, Private Mail Bag, Apia, Samoa. School of Management Studies for the Service Sector, University of Surrey, Guildford, Surrey, GU2 5XH, UK
- De Montis, Andrea., Deplano, G., Nijkamp, P., 2004, *Multicriteria Evaluation and Local Environmental Planning for Sustainable Tourism*, vrije Universiteit, Amsterdam.
- Gauzy, Maria., dand Nijkamp, Peter., 2006, *Tourism and Regional Development, New Pathways*, Ashgate, England.
- Gibson, Robert B., et al. 2005, *Sustainability Assessment: Criteria and Process*, Earthscan., London.
- Gunn, A. Clare, 1988. *Tourism Planning, Second edition*. Revised and expanded. Taylor & Francis. New York, Philadelphia, London.
- Hall, Michael & Lew, A. Alan, 1998, *Sustainable Tourism, A Geographical Perspective*,
- M.N., Alan., 2007, *Babak Baru Kepariwisataaan Papua, (New Phase of Papua's Tourism)* <http://zhevanya.multiply.com/journal/item/10> [accessed at 13 August 2008].
- Mowforth, Martin., and Munt, Iant., 1998, *Tourism and Sustainability, New Tourism in the Third World*, Routledge, London and New York.
- Robinson, Mike., Evans, Nigel., and Callaghan, Paul., 1996, *Tourism and Culture: Image, Identity and Marjeting*, Unesco and University of Northumbria, Newcastle.
- Suyono Dikun, 2003, *Infrastruktur Indonesia. Sebelum, Selama dan Pasca Krisis*, BAPPENAS, Jakarta, Indonesia.



Regulation Number KM.67/UM.001/MKP/2004 of Cultural and Tourism Minister of Republik Indonesia

BPS (Statistic Biro of Indonesia), 2005-2006, *Halmahera Utara in Figure*. Halmahera Utara Regency.

Briguglio, Lino and Brugiglio, Marie, 2000, *Sustainable Tourism in Small Islands, The Case of Malta*. ([http://home.um.edu.mt/islands/ncsd/sustainable\\_tourism\\_99.pdf](http://home.um.edu.mt/islands/ncsd/sustainable_tourism_99.pdf)) [accessed at 14 February 2008]

Clarke, Jackie, 1997, *A Framework of Approaches to Sustainable Tourism*, Journal of Sustainable Tourism, (<http://www.multilingual-matters.net/jost/005/0224/jost0050224.pdf>) [Accessed at 21 May 2008]

Choi, Crish HwanSuk, and Sirakayab, Ercan, 2005, *Sustainability indicators for managing community tourism*, Tourism Management. ([http://www.sciencedirect.com/science?\\_ob=ArticleListURL&\\_method=list&\\_ArticleListID=768288117&\\_sort=d&view=c&\\_acct=C000024219&\\_version=1&\\_urlVersion=0&\\_userid=4409374&md5=c143093d0935ca3e39b088bd2cea992b](http://www.sciencedirect.com/science?_ob=ArticleListURL&_method=list&_ArticleListID=768288117&_sort=d&view=c&_acct=C000024219&_version=1&_urlVersion=0&_userid=4409374&md5=c143093d0935ca3e39b088bd2cea992b)) [accessed at 18 July 2008]

Dodds, Rachel., 2007, *Malta's Tourism Policy: Standing Still or Advancing towards Sustainability?* (<http://www.islandstudies.ca/system/files/u2/ISJ-2-1-2007-Dodds-pp47-66.pdf>) [accessed at 02 July 2008]

Dymond, Stuart J., *Indicators of Sustainable Tourism in New Zealand: A Local Government Perspective*. Centre for Tourism, Division of Commerce, University of Otago, PO Box 56, Dunedin, New Zealand

Harger, J.R.E., and Meyer, F.M., 1996, *Definition of Indicators for Environmentally Sustainable Development*, Chemosphere, Vol. 3, No.9, pp. 1749-1775, Pergamon, Great Britain.

Hein, Philippe L., 1990. *Economic Problems and Prospects of Small Islands*. Sustainable Development and Environmental Management of Small Island

Lee, Kiah Fon, 2001, *Sustainable tourism destinations: the importance of cleaner production*. Journal of Cleaner Production 9. ([http://www.sciencedirect.com/science?\\_ob=ArticleURL&\\_udi=B6VFX-42HFR1X-2&\\_user=4409374&\\_rdoc=1&\\_fmt=&\\_orig=search&\\_sort=d&view=c&\\_acct=C000024219&\\_version=1&\\_urlVersion=0&\\_userid=4409374&md5=a9030a54ba031c40ab6196629571fa64](http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6VFX-42HFR1X-2&_user=4409374&_rdoc=1&_fmt=&_orig=search&_sort=d&view=c&_acct=C000024219&_version=1&_urlVersion=0&_userid=4409374&md5=a9030a54ba031c40ab6196629571fa64)) [accessed at 4 June 2008]

- Liu, Z., 2003, *Sustainable tourism development: a critique*. Journal of Sustainable Tourism, 11 (6).  
[http://eprints.cdlr.strath.ac.uk/4105/01/liu\\_sustainable\\_tourism.pdf](http://eprints.cdlr.strath.ac.uk/4105/01/liu_sustainable_tourism.pdf)  
 [accessed at 21 Mei 2008]
- Government of Malta, 2002, *Malta National Report*, Submitted by the Government of Malta to the World Summit on Sustainable Development. ([http://home.um.edu.mt/islands/Malta\\_WSSD.pdf](http://home.um.edu.mt/islands/Malta_WSSD.pdf)) [accessed at 8 July 2008]
- Workshop on Indicators of Sustainable Development for Tourism Destinations, Lombok, Indonesia, 21-24 March 2007, SUMMARY REPORT
- Rencana Pengembangan PS. KWS. Bahari P. Morotai ” pada Dinas PU Provinsi Maluku Utara, Tahun Anggaran 2005. (*Marine Tourism Regional Plan of Morotai Island, Public Works Board, Maluku Utara Province, 2005*)
- BAPPEDA Kab. Halut, CV. Cahaya Konsultindo, 2004. *Laporan Akhir Rencana Tata Ruang Wilayah, Kabupaten Halmahera Utara, (Final Report of Spatial Plan of Halmahera Utara Regency)*, Local Development Planning Board, CV. Cahaya Konsultindo, 2004
- Te’o I. J. Fairbairn, 2007, *Economic Vulnerability and Resilience of Small Island States*, Island Studies Journal, Vol. 2, No. 1, pp. 133-140.  
<http://www.islandstudies.ca/ISJ-2-1-2007-Contents.html> [accessed at 02 July 2008]

**Internet:**

- [http://en.wikipedia.org/wiki/Sustainable\\_development](http://en.wikipedia.org/wiki/Sustainable_development). [accessed at July 2008]
- <https://www.cia.gov/library/publications/the-world-factbook/print/bf.ht> [accessed at 7 July 2008]
- [http://www.lib.utexas.edu/maps/middle\\_east\\_and\\_asia/indonesia\\_pol\\_2002.pdf](http://www.lib.utexas.edu/maps/middle_east_and_asia/indonesia_pol_2002.pdf)  
 [accessed at July 2008]
- <http://www.halmaherautara.com/> [accessed at July 2008]
- <http://www.hal-ut.com/> [accessed at July 2008]
- <http://www.budpar.go.id/page.php?ic=543&sof=51>. [accessed at 13 August 2008]
- <http://zhevanya.multiply.com/journal/item/10> [accessed at 13 August 2008]
- [http://www.karangasem-bangkit.org/index.php?option=com\\_content&task=view&id=67&Itemid=62&limit=1&limitstart=1](http://www.karangasem-bangkit.org/index.php?option=com_content&task=view&id=67&Itemid=62&limit=1&limitstart=1) [accessed at 13 August 2008]