

Socio-Cultural Aspect Of Sustainable Tourism In Indonesia: Case Study In Banyumas Regency

Muhammad Yamin*¹, Arry Bainus², R. Widya Setiabudi. S³,
Wawan Budi Darmawan⁴

¹<https://orcid.org/0000-0002-5538-844X>

Universitas Jenderal Soedirman,
International Relations Department
Muhammad.yamin@unsoed.ac.id

²<https://orcid.org/0000-0002-0489-1037>

Universitas Padjadjaran
International Relations Department
Arry_bainus@yahoo.com

³<https://orcid.org/0000-0002-0615-2959>

Universitas Padjadjaran
International Relations Department
w.setiabudi@unpad.ac.id

⁴<https://orcid.org/0000-0002-0932-3581>

Universitas Padjadjaran
International Relations Department
wawanbd@gmail.com

Abstract

Purpose – Banyumas Regency has many potential tourism destination spot that is not properly develop even though tourism contributed 90% of Banyumas's regional income. The aim of this study is to investigate the potential of underdeveloped socio-cultural tourism in Banyumas Regency and to find whether the socio-cultural aspects of sustainable tourism principles have been implemented in tourism development program of Banyumas.

Design/Methodology – Qualitative methods were used to enable authors to probe deeper into the topics and draw thorough conclusion based on the respondents' answers. Authors will use data collected through several interviews with the local artist as primary data while data collected from Banyumas Regency Tourism Office will be used as secondary data to support the author's arguments.

Findings -. Authors finds that socio-cultural aspects such as cultural wealth is the dominant principles of sustainable tourism in Banyumas due to its geographically unique position. Local government should maximize this potential for further development of socio-cultural tourism while adhering to sustainable principles.

Originality - Practical implication of this study is the local government should gain important insight of what tourism aspect they need to improve to make Banyumas a better tourist destination.

Keywords: Sustainable Development, Sustainable Tourism, Socio-Cultural Tourism, Banyumas Tourism.

INTRODUCTION

Development of tourism, according to International Union of Official Travel Organization in Spillane (1993), should be performed by all countries for eight main beneficial reasons, namely (1) the trigger factor of economic development domestically and internationally, (2) one of main factors of prosperity through communication development, transportation, accommodation, and other services, (3) focus attention toward conservation of cultural and social value and increasing their economic value, (4) even welfare distribution due to tourist expenditure, (5) raise influx of foreign exchange, (6) international trade, (7) Helps the development and growth of educational institution specialized in tourism and (8) Creating targeted market for local products, which contributed on development and creation of local products.

In addition, tourism contributes substantially to the improvement of human wellbeing and national income (Haulle, 2019). This can be seen from the increased number of visitors and time spent in the country that affect tourists' expenditures, which in turn increases income and significantly impact the overall performance in tourism sector. Further, Haulle (2019) adds that tourism sector contributes to GDP and keeps increasing since 1990s. He believed that in many developed countries, tourism is vital and considered as a continuum anchored by "tourism first" that strongly suggests tourism has considerable effects on the growth of economic while preserving cultural and environmental goals.

Most policies and investment for public sector generally take place in towns and cities, while rural areas are almost untouched (Li, 2015), and as a result, economic activities are almost exclusively concentrated in urban area. Therefore, economic development requires crucial structural transformations, such as changes in the demographic structure and social control system. Tourism industry is potential to bring have positive impact to society through relationship between tourism and local communities. Sultan (2013) states that the empowerment of local culture to boost the development of tourism industry is one of the most adapted strategies in tourism management. As the number of tourist increases, regional income may rise and leads to improvement of economic development. In

Banyumas Regency, according to Aripardana & Widayaningsih (2003), tourism is one of the main sectors aside from agribusiness and agricultural that contribute massively to the regional income and help reduce poverty. Despite this significance, Banyumas has been focusing only on one location for their tourism destination, namely Baturraden which has contributed more than 90% for Banyumas regional income.

LITERATURE REVIEW

In order to further develop Banyumas as a tourism destination, local government has attempted to develop other sites of tourist destination. In 2002, there were only 10 destinations in Banyumas but in 2014 this number has increased to 14 destinations including natural tourism, religious tourism, cultural tourism, and educational tourism, in which the first three were the most visited ones by both local and international tourists (Annaaf, 2020). Baturraden is one of tourist destinations in Banyumas well-known for its natural beauty where tourists can enjoy beautiful and natural panoramic view, serene and tranquil atmosphere, as well as refreshing air of Mount Slamet (Priyono & Dadan, 2016). Aside from Baturraden, man-made tourist destinations in Banyumas include cultural and historical destination like Kota Lama in Banyumas and Puppet Museum, and religious destination like Masjid Saka Tunggal and Goa Maria in Kaliori (Saputro et al., 2017). There are also handicraft, painting, and culinary areas. Interestingly, 99.9% of tourist that stayed in Banyumas hotels are dominated by domestic tourists, and only an insignificant percentage of international tourists. This number indicates lack of promotions to attract international tourist. The table below shows tourism destination in Banyumas, its total visitors per year and the numbers of both foreign and domestic guest that stay at hotels in Banyumas.

Table 1 Total Visitors in Banyumas District 2010-2018 (Destination Counts)

Destination	Total Visitors (person)/year								
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Curug	51.013	48.44	50.968	48.45	52.458	55.275	55.900	41.685	26.573
Cipendok		6		0					
Telaga	3.020	3.089	3.670	4.496	4.122	11.955	17.591	16.217	-
Sunyi									
Pancuran	38.606	40.63	50.539	53.50	39.897	67.561	75.409	73.045	20.540
Tiga		4		7					
Pancuran	23.809	17.56	38.208	20.71	18.380	28.878	34.173	25.337	-
Tujuh		8		4					

Bumi Perkemaha n Baturaden	2.569	1.213	1.359	1.709	7.550	1.801	-	-	-
Lokawisata Baturaden	352.82 3	393.2 91	442.855	433.1 16	384.01 2	461.45 0	537.984	633.42 0	715.663
Kalibacin	5.859	5.853	5.868	6.002	6.456	6.036	6.870	7.319	9.286
Wanawisata Baturraden	9.136	10.10 8	10.550	11.79 6	11.594	67.057	130.547	78.379	-
Curug Gede	20.714	23.72 9	24.234	24.80 3	23.487	33.701	40.719	32.414	-
Curug Ceheng	12.234	11.97 8	10.654	8.319	9.120	13.092	11.836	13.981	-
Dream Land Park		-	-	571.3 50	591.43 3	474.33 5	588.183	578.09 7	304.876

Sources: Banyumas Statistic Office

Table 2 Number of Foreign and Domestic Guests to Hotels in Banyumas 2002-2014 (Person Counts)

Year	Foreign Guest	Domestic Guest	Total
2002	7.308	311.292	318.600
2003	4.884	325.834	330.718
2004	5.597	316.260	321.857
2005	6.328	355.193	361.521
2006	6.602	337.676	344.278
2007	8.237	399.494	407.731
2008	10.272	539.401	549.673
2009	9.707	469.802	479.509
2010	2.230	556.001	558.231
2011	3.605	454.942	458.547
2012	10.014	419.189	429.203
2013	5.474	510.593	516.067
2014	2.720	344.097	346.817

Sources: Banyumas Statistic Office

From Table 1, it is evident that although Banyumas had other various destinations, although most tourists concentrated on Baturraden, which may indicate lack of promotion and marketing by the local government. Most international tourists are interested not only on Indonesia's beautiful natural scenery but also unique and indigenous culture. For example, Banyumas has lot of annual cultural event such as "Unggah-unggahan" or "Jaro Rojap" ceremony. Therefore, to attract international tourists, local government should harness different marketing and promoting strategies because by maximizing these potentials within Banyumas district to promote Banyumas Tourism (Hermawati & Milawaty, 2016).

Setyanto (2018) conducted research about potential tourism in Banyumas and found that while some tourist destinations had a strong competitive position, they were not developed properly. Aripadana & Widayaningsih, (2003) also reported similar results. They believed that Banyumas government should develop tourism sector more seriously since tourism is part of the bigger and complex chain that involved multiple sectors and gave high impacts to the regency. The urgency of developing tourism sector in Banyumas was strengthen due to the shifting economic structure in Banyumas area. From 2006-2011, economical structure in Banyumas was dominated by agricultural, industry, commerce, hotel services, restaurant sector, and service sector. Recently, service sectors steadily increase every year, meanwhile industry and agricultural sector is the opposite. This phenomenon shows that economic activity in Banyumas was undergoing a change from agricultural into trading services (Setyanto, 2018)

Natural tourism has become the main attraction in Banyumas. One of the most recent destinations is water tourism "Dreamland". This particular destination was built to maximize the rich water resources as well as the surrounding beautiful scenery. While Banyumas government has been focusing on natural tourism, field research by Hermawati and Milawaty (2016) found that cultural tourism in Banyumas actually has a lot of potential to be one of main attractions for tourism. Banyumas is geographically unique because it is located on the border of Java and Sunda, so Banyumas has absorbed both culture into its own. Hermawati and Milawaty suggests that government should carefully maintain other tourist destinations and develop other area by combining natural and cultural tourism, and adapting sustainable tourism strategy to ensure the safety for the nature and community and profitability for Banyumas District as a whole.

As explained above, Banyumas government put much more work and focus to building natural tourism instead of socio-cultural tourism. This can be seen from the increasing number of tourists 2014 that the numbers of tourist destination were increased but most of them are natural tourism destination (Karimchonzoda et al., 2020). (The existing socio-cultural tourism destination also lack of proper care. Field research by Hermawati & Milawaty (2016) reported that a museum in Banyumas was located in the middle of the forest which was not taken care of properly, hence decreasing numbers of visitors. Priyono & Dadan (2016) on his research also found that Banyumas has rich culture that potentially can be a strong point of tourism destination.

Ritchie & Zins in Hudman (1989) explain that there are at least 12 aspect of culture that may attract visitors, as follows: 1) Language; 2) Traditions; 3) Handicraft; 4) Foods and customs; 5) Art and Music; 6) History; 7) Technology; 8) Religion; 9) Architecture; 10) Traditional Clothes; 11) Educational system; and 12) Leisure activities. Sharplay in Gayatri & Pitana (2005) stated that cultural aspects are among other things that motivate people to go on a vacation. The curiosity to see and understand other culture, tradition, custom and heritage are strong factors for tourism vacation. Bali is a good example that most tourists are attracted to its rich cultural values, religious rituals in temples, farmers in the rice field, and many other traditional Balinese customs.

In Banyumas, especially Banyumas Old City area, people will find cultural reference such as Macapatan (Javanese classical verses), Sedekah Bumi (a rite to shows gratitude to the earth), Jumenengan (commemorating the enthronement of Raden Joko Kaiman) and daily activities of the locals. Banyumas Old City is also rich in cultural heritage in many forms, such as art performance or classical traditions that have been preserved and maintained for generations. One example is Larungan (a rite of throwing the offerings to Serayu River) that has been historically practiced to express their gratitude to God for granting prosperity to Banyumas people. Another example is Dawuhan in which the local people strongly believe that water from a sacred well has miraculous elements such as for therapy and anti-ageing treatment.

Rapid growth of tourism does provide great economic benefits for many despite the negative impacts on environmental and socio-culture elements. Environmental degeneration due to tourism activities in the already limited natural resources is a serious problem. Meanwhile, the government and related stakeholder often find it difficult and challenging to implement the right solution to preserve natural conditions and resources in the tourist destination. According to Neto (2002), tourism has imposed major environmental impacts, namely immense pressure on natural resources, pollutions and waste, damaged ecosystem, and environmental threats from tourists. Meanwhile, UNEP (United Nations Environment Programme) (2017) describes different impacts of tourism on environment which include threats to ecosystem and biodiversity, disruption on coasts, deforestation, water overconsumption, urban problems, climate change, unsustainable and inequitable resource of energy.

In 1992, sustainability gets into new height when global hospitality industry launched the International Hotel Environment Initiative (IHEI) which specifically aimed to reduce the impact of visitors on the

environment. Tourism Concern in the UK also set out their own system and proactively lobbied the private sectors to pay more attention for sustainable planning. Tourism Concern released 10 guidelines for sustainable planning: (1) use resources with sustainability in mind, (2) reduce waste and overconsumption, (3) maintain diversity, (4) integrate tourism into sustainable planning, (5) support local economies, (6) engage with local economies, (7) consult with stakeholders and public community, (8) staff training, (9) conduct responsible tourism marketing, and (10) research. Holloway et al., (2009) believed that these guidelines will help tourism achieve balance between sociocultural and environmental aspects. Rural Development Initiatives (2005) developed a set of principles of sustainable tourism, namely (1) serve target market that is profitable with long-term viability, (2) be respectful to culture, homeland, heritage and local people, (3) produce localized economic development, (4) produce development that has balance and beneficial impact on environment and community, (5) generate revenue and re-invested that in conserving and enhancing community and (6) promote diverse parties to collaborates to create more opportunities.

Brundtland Report define sustainable development as “an attempt to fulfil the needs of present generation without compromising the ability for future generations to meet their own needs”. This definition cover basic principles of sustainability such as: (1) protects the environment and man-made heritage, (2) preserves the essential ecological process, (3) facilitates and engage community, (4) Guarantees that productivity can be sustained into long-term future, and (5) provides greater level of fairness and opportunity to many countries (Fletcher et al., 2018). According to sustainable development in the economics literature, the gradual increase of material welfare as sustainable as possible depends largely on the improvement of social equality and well-addressed environmental and ecological problems (Yaprakli & Özden, 2021). UNWTO (United Nation World Tourism Organization and WTTC (World Travel and Tourism Council) also focus their attention to sustainable development to minimize the damage to environment, wildlife and local population caused directly and indirectly from tourists and tourism industry. Their definition of sustainable tourism is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the host communities”.

The concept of sustainable development is based on three principles: economic development, conservation of environment and socio-cultural development, which ensure that intragenerational and

intergenerational economic, environmental and socio-cultural to reach stability (Meyer & Milewski, 2009). UNEP (2017) underline that sustainable development guidelines and management are pertinent to all forms of tourism including mass tourism. UNEP (2017) then emphasizes that to implement sustainable tourism, three approaches need to be done: (1) Optimal and careful use and management of environmental resources that constitute crucial elements for tourism development and maintain essential ecological processes and to preserve the natural heritage and biodiversity; (2) respect socio-cultural values of host communities, conserve their living cultural heritage, traditional values and make sure to contribute to inter-cultural understanding and tolerance; (3) guarantees viable, long-term economic activities, contributing to socio-economic benefits for all stakeholders and ensures that is fairly distributed including stable flow of employment, social services to host communities and help reducing poverty.

In order to effectively implement sustainable tourism, participation of all relevant stakeholders, strong political figures and community are needed. Sustainable tourism is a continuous and arduous process, requires monitoring, and undertake preventive or corrective measures if necessary. At the same time, it also needs to maintain high level of satisfaction, give meaningful experience and raise awareness about sustainability issues while promoting sustainable tourism for tourists. Meyer & Milewski (2009) strongly suggests that sustainable tourism can be achieved by thoroughly adhering to specific objectives like teamwork and coordination of all parties who have interest in developing tourism ensuring the inventory of tourism products, performing assessment of marketing and product by potential buyers, developing common brand and tools to evaluate progress, and developing vision, mission and framework of marketing plan.

According to Panasiuk (2011) it is mandatory to design the aims of sustainable tourism according to its three principles: economical, environmental, and socio-cultural. The economic aspects of sustainable tourism include economic profitability, local prosperity, quality of employment, and social equity. The environmental aspects are physical integrity, biological diversity, effective waste management, and clean environment. At last, socio-cultural aspects of sustainable tourism are welfare of the community, cultural wealth, meeting expectations of the visitors, and local control.

Meanwhile, Teresa & Wall (2009) highlight that sustainable tourism must have three features: quality, continuity and balance. They further explain that sustainable tourism will provide better

experience for visitor while preserving the environment. Sustainable tourism also guarantees the improvement of life quality of the host community as well as the continuity of natural resources and cultural values without compromising the satisfaction of visitors. Sustainable tourism emphasizes mutual goals and cooperation between visitors, host community and the destinations in order to achieve the balanced fulfilment of the needs between tourism industry, environmental activists, and local community.

One example of sustainable tourism is “ecotourism” which is defined by The International Ecotourism Society as responsible travel to natural areas that protects the environment and take a good care of the welfare for the local people. Sambotin et al (2011) believed that in addition to following the principles of sustainable tourism, ecotourism operates under the principle of proactively contributing to the preservation of natural and cultural heritage. Ecotourism usually involves local communities in planning, development, and operational activities while greatly contributing to their welfare. It also provides an interesting explanation to visitors about its natural and cultural resources. Ecotourism also serves an important role in education. Through ecotourism, visitors have the first-hand experience to learn how to respect the natures local cultures, while earning a chance to fully appreciate the beauty that nature offers. Ecotourism also provides local community with great benefits, such as employing local staff, promoting local products, and involving local communities in decision making and organization of tourism activities.

This study was conducted to understand Banyumas Regency approach on socio-cultural aspects of sustainable tourism especially whether the related stakeholders have exercised sustainable tourism which promotes welfare of the community, cultural wealth, meet the expectations of the visitors, and local control. Since tourism engages direct contact with the local culture, both visitors and tourism actors need to thoroughly consider the potential impacts of cultural tourism as a whole socio-cultural preservations.

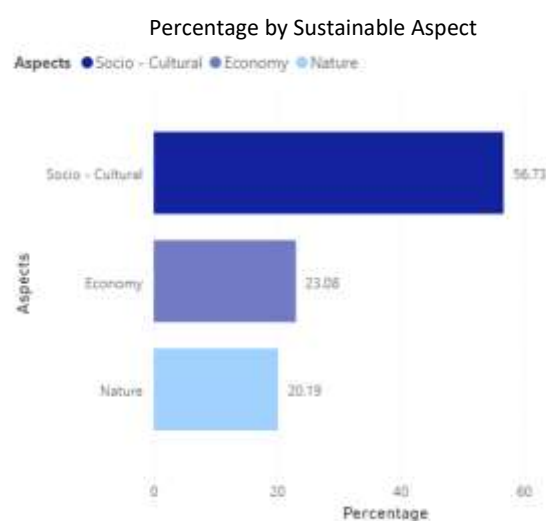
METHODOLOGY

Qualitative method was used in this research, analyzing data gathered from the Head of Banyumas Regency Tourism Office (Dinprabudpar) and several interviews with the local artist that acted as main respondent since he is the one who is well-versed and possessed considerable knowledge about Banyumas Tourism. Qualitative method study is suitable for this study because it allowed researcher to dig deeper into the main topics and draw out

conclusion based on response from the respondents. Author will present related data of Banyumas Tourism obtained from Dinporabudpar as secondary data and interview with the local artist as main point of reference for this study. The data will be analyzed through reduction and categorization as well as data visualization using interactive graph, then the author will draw conclusion based on the findings. Due to the agreement with the respondent, the local artist identity will be kept as confidential.

CHARACTERISTICS OF TOURISM DEVELOPMENT IN BANYUMAS

Graph 1 Sustainable Tourism Aspects



Graphic 1 show data collected by Banyumas Regency Tourism Office that emphasizes more on socio-cultural aspects to be the most unique and has more potential that need to be explore even further. Geographically, Banyumas has close proximity with mountainous terrain which grants it some natural tourism destinations. Unfortunately, natural tourism in Banyumas is not comparably unique to that in different regions. Therefore, socio-cultural tourism in Banyumas featuring local arts, tradition, cultural, social and natural heritage with historic philosophical values are perceived as intangible and indispensable assets for tourism.

Graph 2 Socio-Cultural Issues



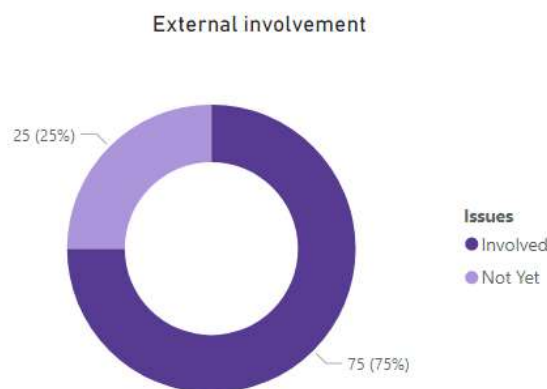
Based on Graph 2 on the issues of socio-cultural aspects, respondents stressed that many problems needed to be solved in order to improve tourism in Banyumas. Mr. Agung stated that improving traditional arts as tourist destination would first need a regular schedule for cultural performances, but the artists themselves are only hired as part-time performers. Another problems is lack of sustainable regulation regarding traditional art development. It was because the regulations would change according to the priorities of the new successive leader of the government.

Mr. Asis Kusumadani, the Head of Banyumas Regency Tourism Office (Dinporabudpar) as one of our respondents, underlined the importance of collaboration with many stakeholders that included the community because they will have direct contact with the tourists and it is important to make the visitors to Banyumas feel welcome and have the best experience. Synergy between local government and private sectors are also important factor because private companies play crucial roles in initiating and developing tourism destination which the local government are not able to develop.

Graph 3 Banyumas Sustainable Tourism aspects

From Graph 3 above, it is evident that community participation is the main strength of Banyumas Tourism. This indicates that local community have both willingness and excitement to develop Banyumas as a tourist destination. The local community participated in several local organizations related to tourism, such as LMDH (Villages Forestry Society), POKDARWIS (Tourism Awareness Group), KUB (Joint Business Group) and BUMDES (Village-owned Enterprises). Additionally, they were involved in the development of tourist destinations as the developer, local vendor, or even service provider like homestay, parking lot, and many others. Meanwhile, participation of outside institution was accounted only at 25%. From the aspect of sustainable production, there are some culinary places and cultural objects that have been managed intergenerationally, like batik papringan, soto, nopia and gethuk. This sustainability is deemed important since it has been proven to open employment opportunities and give beneficial impact on economy while preserving historical values. Based on Chart 3, international cooperation has a crucial role in advancing tourism in Banyumas district. It results in the rise of foreign investment in the artificial tourism sector and the development of tourist attractions.

Graph 4 Outside Institution Involvement



Interview with Local Artist

Author also interviewed a local artist in Banyumas. The respondent is Mr. Agung Triyatno, one of local artists, a prominent figure, and a cultural academician. Researcher asked him several questions regarding Banyumas tourism development and its connection to socio-cultural aspects, as well as sustainability principle. When asked about the development of tourism in Banyumas within cultural expert perspective, Mr. Agung explained:

“The development of tourism in Banyumas is pretty much mainstream and basic, the main selling point is still natural tourism, and even in 2021 Baturraden remained the main focus. Although recently there has been a development in Cilongok to build new natural tourism destination similar to the hills in New Zealand. Another creative and unique development is when creative economy starts to develop as part of the tourism. This community-based tourism gives a rise for traditional culture. Some time ago, traditional dance only served as a complementary act in Baturraden, but now becomes the main activities for tourists. Visitors can participate and learn the dance with the locals, bake nopia, learn how to make gethuk, and participate directly in planting seed in rice plantation. It is such a significant development”.

Mr. Agung clearly stated that Banyumas still focused on natural tourism although socio-cultural tourism has started to develop at the early stage. Furthermore, Mr. Agung explained that cultural tourism has a huge potential for Banyumas tourism.

“As mentioned previously, natural tourism and cultural tourism has become fundamental for Banyumas, especially cultural aspects. There are lots of potentials, such as authentic food and assimilation

of Banyumas and Tionghoa cultures, as well as music like Calungan music, Kentongan or Campursari”.

When asked about sustainability principles, especially whether the cultural values, arts, and tradition that have been mixed with tourism may be passed down to future generations and if development of tourism in Banyumas are paying lot of attention to socio-cultural aspect, Mr. Agung states as follows:

“In my village or even in Banyumas Old City, there are indications for that. In the past year, I have been in constant communication with the Head of Subdistrict and Head of Tourism Office. In that forum, we discussed from the point of view of traditional local actors who consist of elderly, adults, and even young kids. So yes, sustainability is there. Many actors were involved. However, I must say that the government has the intention, but unfortunately the action is not there yet. Local government actually starts paying attention, like when they planned something, they invited us in the discussion. Unfortunately, when they started executing the plan, we were not invited. Another example is a regulation that local artists visiting Gedung Suteja (an art center building) should pay for the ticket. This would restrict access to local artists. Some of our acquaintance from local government care about us and want to help us, the local artists. But, there are also many factors that may hinder their good intentions.”

Lastly, the researchers asked about how the local government implement sustainability principles especially from socio-cultural aspect. This is Mr. Agung response:

“Local government does realize the cultural aspect as potency, but we need tangible product, because it is difficult to shift the mindset from natural tourism like Baturraden in Banyumas to cultural tourism is difficult. The interesting part of cultural aspect as potential tourism is the daily, sociological lives. For us, it is normal things to do, but for the visitors, it is something original and unique. Practically, there are a lot of traditional events every month, even on special days following the Javanese calendar. When we list them all, we will never run out of activities to offer to the visitors. Sustainability in socio-cultural sector is there, in my village, we already listed 20 events for 1 year”.

DISCUSSION

According to Panasiuk (2011), sustainable tourism should consider the principles of sustainable development, namely economic, environment and socio-cultural aspects. Based on the results of this study, Banyumas Tourism has been implementing these principles to some degree. The economic principles, has not reached sustainable

level, the socio-cultural aspects still face many lingering problems, and the environmental elements may seem to have no unique traits compared to other tourism areas in Indonesia.

Specific to socio-cultural aspects of sustainable tourism, interviews with respondents revealed that Banyumas still needs to address many issues regarding community welfare, cultural wealth, visitor expectations, and local control. While the local government has attempted to provide good welfare of the community, it remains lacking. Fortunately, Banyumas is rich in historical and cultural value from the start so in cultural wealth aspect, local government only need to implement measure that aims to preserve their heritage. As for visitor expectation, these aspects also need improvement. So far, most of the visitor in Banyumas was dominated by local visitor with only handful of international tourists. This shows that local government and the community need to improve their marketing, facility, and services to make it more appealing to international tourists. Meanwhile, there remain lack of regulation for international regulation law, good management and sustainable economic factor for the local artists. Consequently, lots of artists are still underpaid and thus forced to do other job for their living. Another issue is lack of safety for international tourism.

On the other hand, Banyumas actually has strong community participation, which is one of the crucial factors to develop Banyumas as a destination of socio-cultural and natural tourism. The community around Banyumas are aware of these potentials and have been trying their best to develop it into successful tourism destination. The community also showed that they are capable of producing sustainable products, such as culinary and cultural objects to further increase popularity and economic welfare of Banyumas. While community participation is high and full of excitement, there remain limited involvement from the outside institutions, which in fact, could help boost tourism in Banyumas through investment schemes for improving facility and new tourism spots, or even holding a big event or campaign to attract more domestic and international visitors. Another issue is limited opportunity for women to work in tourism destination. While male domination in arts and employment is not disagreeable, it would be more beneficial if both genders, and women, are given more opportunity to contribute to creative economy sector and equal opportunity to express their artistic value that might attract more visitors.

Considering environment, Indonesia is also prone to the natural disaster. As such, measurement of emergency situation needs to be addressed but today, these aspects are not properly managed. Local government needs to educate and prepare the local community for

emergency situation not only to mitigate natural disaster but also security in general and natural conservation in Banyumas. Regarding safety, in many tourism destinations, criminal activities like theft and bribery are common. Therefore, local government, together with both investors and local communities, need to collaborate to create safe and secure environment for the visitors.

CONCLUSION

This study seeks to understand whether Banyumas tourism has followed the socio-cultural aspects of sustainable tourism and what problems persist. It is clear that Banyumas has been relying too much in Baturraden as proven from the large amount of investment made in the site. Only recently does the local government start to develop other areas, but they need more development to achieve socio-cultural tourism destination in Banyumas. Based on the sustainable development guidelines from by UNEP conclude that there remain a lot of work for Banyumas to achieve sustainable tourism, especially in building collaboration with external investors, implementation of international regulation law, improvement of economic factors for local artists and female employment, as well as development of socio-cultural aspect of tourism aside from natural tourism.

ACKNOWLEDGMENT

We would like to express our gratitude to the individuals and institutions that supported us during the research and writing of this article. We thank Universitas Jenderal Soedirman, who provided invaluable guidance and resources throughout the process. We would also like to acknowledge the head of the doctoral program at the International Relations department of Universitas Padjadjaran, whose feedback and suggestions greatly improved the quality of our work. Finally, we are grateful to all the participants who generously shared their time and insights with us.

REFERENCES

- Annaaf, K. Z. (2020). Banyumas Regency Tourism Potential. *Jurnal Akuntansi, Manajemen, Dan Ekonomi*, 22(1), 39–43.
<http://jos.unsoed.ac.id/index.php/jame>
- Aripradana, & Widayaningsih, N. (2003). Strategi Pengembangan Sektor Pariwisata Kabupaten Banyumas | Aripradana | *Eko-Regional: Jurnal Pembangunan Ekonomi Wilayah*.
<http://jp.feb.unsoed.ac.id/index.php/eko-regional/article/view/417/420>

- BPS. (2023). Kabupaten Banyumas. Retrieved November 4, 2020, from <https://banyumaskab.bps.go.id/subject/16/pariwisata.html#subjekViewTab3>
- Environment, U. N. (2017, September 29). Tourism. UNEP - UN Environment Programme. <http://www.unep.org/explore-topics/resource-efficiency/what-we-do/responsible-industry/tourism>
- Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism Principles and Practice*. www.pearson.com/uk
- Gayatri, P. D., & Pitana, I. G. (2005). *Sosiologi Pariwisata*. Andi, Yogyakarta.
- Haulle, E. (2019). Accumulation tendency, sustainable tourism and hospitality in tanzania. *International and Multidisciplinary Journal of Social Sciences*, 8(1), 79–100. <https://doi.org/10.17583/rimcis.2019.3314>
- Hermawati, S., & Milawaty, Y. (2016). *Potensi Industri Pariwisata Kabupaten Banyumas*.
- Holloway, J. C., Humphreys, C., & Davidson, R. (2009). *The Business of Tourism*. Financial Times/Prentice Hall.
- Hudman, L. E. (1989). *Tourism in Contemporary Society: An Introductory Text* (1st edition). Pearson.
- Karimchonzoda, V., Sulyanto, M. M., Refius, P., Setyanto, S. E., & Si, M. (2020). *Tourism Marketing in Banyumas*. Li, X. (2015). Rural Depopulation in China: A Comparative Perspective. *International and Multidisciplinary Journal of Social Sciences*, 4(2), 149. <https://doi.org/10.17583/rimcis.2015.1503>
- Meyer, B., & Milewski, D. (2009). *Strategie rozwoju turystyki w regionie—(Książka)—Księgarnia PWN*. <https://ksiegarnia.pwn.pl/Strategie-rozwoju-turystyki-w-regionie,68453449,p.html>
- Neto, C. (2002). *A flora e a vegetação do superdistrito Sadense (Portugal)*. <https://doi.org/10/38452>
- Panasiuk, A. (2011). *Ekonomika turystyki i rekreacji—(Książka)—Księgarnia PWN*. <https://ksiegarnia.pwn.pl/Ekonomika-turystyki-i-rekreacji,830982167,p.html>
- Priyono, R. E., & Dadan, S. (2016). Banyumas Potential For Local Culture-Based Tourism. *Proceedings of the 2016 International Conference on Public Management (ICPM 2016)*. 2016 International Conference on Public Management, Kunming, China. <https://doi.org/10.2991/icpm-16.2016.113>
- Rural Development Initiative. (2005). *Rural Development Initiative*. Retrieved November 4, 2020, from <https://ruraldevelopmentinitiative.org/>

- Saputro, A. S., Permatasari, A., & Dwian, H. A. P. E. (2017). Evaluasi Pengembangan Obyek Wisata di Kabupaten Banyumas dalam Meningkatkan Pendapatan Asli Daerah Tahun 2014. *Journal of Governance and Public Policy*, 4(3).
<https://doi.org/10.18196/jgpp.4382>
- Setyanto, R. P. (2018). Value Chain Klaster Pariwisata Banyumas: Pendekatan Multiple Case Study.
- Spillane, J. J. (1993). *Ekonomi pariwisata: Sejarah dan prospeknya* / James J. Spillane | OPAC Perpustakaan Nasional RI.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=477813>
- Sultan, M. (2013). *Menggagas Pencitraan Berbasis Kearifan Lokal* | press.unsoed.ac.id. <http://press.unsoed.ac.id/node/217>
- Teresa, C. H. T., & Wall, G. (2009). Tourism as a sustainable livelihood strategy—ScienceDirect.
<https://www.sciencedirect.com/science/article/abs/pii/S026151770800071X>
- Tourism Concern. (2022). Sustainable Planning. Retrieved November 4, 2020, from <http://www.tourismconcern.org.uk/>
- Turistice, R., Sâmbotin, D., Sâmbotin, A., Coroian, A., & Merce, I. I. (2011). LUCRĂRI ȘTIINȚIFICE, SERIA I, VOL. XIII (4). 6.
- UNEP. (2017). Sustainable Development. Retrieved November 4, 2020, from <https://www.unep.org/>
- Yaprakli, S., & Özden, E. (2021). The effect of sustainable development on economics complexity in oecd countries. *International and Multidisciplinary Journal of Social Sciences*, 10(2), 51–80.
<https://doi.org/10.17583/RIMCIS.7949>