

Fostering Global Cooperation for Sustainable Tourism: The Role of International Partnerships in Mount Bromo's Economic and Environmental Sustainability"

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ABSTRACT

One of the most well-known natural tourist spots in Indonesia, Mount Bromo has drawn visitors from all over the world. But there are additional issues with sustainable tourism, both economically and environmentally. With an emphasis on their effects on local economic development and environmental preservation, this study intends to investigate the role that international collaborations play in fostering sustainable tourism in the Mount Bromo region. This study use the literature review approach to investigate a range of studies and publications that address international cooperation methods, policies pertaining to the management of natural tourist attractions, and sustainable tourism. Research from the literature indicates that cross-border collaboration can support efforts to manage natural resources sustainably, whether in the form of investment, technical support, or information sharing. Through inclusive and ethical tourism development, these collaborations also have the potential to enhance the economic welfare of nearby communities.

Keywords: *Mount Bromo, sustainable tourism, international partnerships, economic sustainability, environmental protection.*

Introduction

Global cooperation for sustainable tourism has become an important focus of efforts to maintain a balance between economic development and environmental preservation. In Indonesia, particularly in the Mount Bromo region, international partnerships play a crucial role in strengthening this initiative. Mount Bromo, famous for its natural beauty and rich local culture, attracts millions of tourists every year. However, the high number of visitors also brings its own challenges, such as pollution, ecosystem damage, and negative impacts on local communities. International partnerships in the context of sustainable tourism in Mount Bromo include collaboration between governments, non-governmental organizations, and the private sector. Through this cooperation, various programs and policies can be developed to minimize the negative impacts of tourism. For example, managing the number of visitors, implementing environmentally friendly technology, and education and training for local communities are part of the strategy to achieve sustainability.

The role of international partnerships is not only limited to economic aspects but also includes environmental protection. With the support of various parties, conservation efforts can be carried out more effectively, including the protection of flora and fauna

and wise management of natural resources. Through this approach, it is hoped that Mount Bromo can continue to be an attractive tourist destination without sacrificing the preservation of nature and local culture. Tourism in Mount Bromo is rooted in the community. They benefit from the industry through their individual involvement in tourism-related enterprises. Tourism activities in Bromo Tengger Semeru National Park are mostly conducted in Ngadisari/Cemoro Lawang, a nearby village, where visitors drive and then ride horses or walk to reach the foot of Mount Bromo's crater. From here, they then hike to the crater rim, usually at sunrise. Another place to watch the sunrise is at the top of Mount Penanjakan, which can be reached either from Cemoro Lawang or from Wonokitri - the second entrance to the Mount Bromo complex.(Sutiarso & Susanto, 2018).

The summit of Mount Penanjakan can be reached by car (jeep) or motorcycle. Many visitors stay and eat in Ngadisari or Tosari. When visiting Bromo mostly on Saturdays and Sundays and on public holidays. At that time around the Bromo crater and the peak of Mount Penanjakan is crowded with visitors. From Cemoro Lawang (Ngadisari), the trip to the Bromo crater is relatively short. Many visitors from Indonesia and Europe walk to the crater. Another popular activity is horseback riding. Mount Bromo is one of Indonesia's tourism icons, famous for its stunning natural scenery. Every year, millions of domestic and foreign tourists visit the Bromo Tengger Semeru National Park area to watch the sunrise over a sea of sand. However, the surge in the number of tourists if not managed properly can have a negative impact on environmental sustainability and the lives of local communities. Therefore, a strong international partnership is needed to maintain the sustainability of Mount Bromo tourism.

In the global context, cooperation between countries in the development of sustainable tourism has become an important agenda. The UN Sustainable Development Goals (SDGs) highlight sustainable tourism as one way to achieve economic prosperity, social justice and environmental sustainability. Various international initiatives and programs have been launched to support sustainable tourism in developing countries, including Indonesia. This research will discuss the role of international partnerships in the development of sustainable tourism in Mount Bromo, both from an economic and environmental perspective. It is hoped that this review can provide a comprehensive overview of the importance of global cooperation to preserve nature and community welfare in this iconic Indonesian tourist destination. Tourism can be defined as a journey from one place to another that is temporary, which is usually done by people who want to refresh their minds after continuous work and take advantage of vacation time by spending time with family for recreation. Tourism is one of the sectors that plays an important role in the economy of a region because it is considered capable of having a major impact on income. economy of a region(Cahyani, 2021). Tourism also encourages other sectors such as services, occupancy, labor to grow together. The tourism industry in Indonesia plays an important role in the Indonesian economy because it can provide additional foreign exchange for the country so that state revenues increase, besides that it can increase employment opportunities for people around tourist objects, for example

with the existence of small traders such as snack traders and souvenir sellers who can reduce unemployment and poverty (Haryanti, 2021).

Bromo is a mountain located in the Tengger Mountains complex. The main attraction of Mount Bromo is its status as an active mountain, its ease of climbing and the phenomenon of the Bromo crater in the center of the caldera. Mount Bromo is currently being developed into the flagship tourism of East Java with the construction of the Bromo Tengger Semeru Tourism Gate. The Tengger area has the characteristics of a dazzling natural panorama such as the sea of sand with the background of the smoke of Mount Bromo and the eruption of Mount Semeru and in the morning the sunrise from Mount Pananjakan can be witnessed which is very amazing. In addition, Tengger traditional ceremonies can also be witnessed, including the Kasada Traditional Ceremony, Karo Traditional Ceremony, Bull Race, Kuda Joged and Roro Anteng Joko Seger Dance. In addition, there is also a Poten Agung Pure in the middle of a sea of sand which is a place of worship for Tengger Hindus. But there is one traditional ceremony that has been widely known to the general public, namely the traditional ceremony held once a year on the 14th of the tenth month, the Javanese Calendar performs a traditional / religious ceremony of Tengger Hindus or also called the Kesodo Ceremony, this ceremony is centered around the crater of Mount Bromo fire (Triuspita et al., 2023).

METHODS

This research uses a type of qualitative research that uses a descriptive approach and type of literature study. This research emphasizes more on observing phenomena and examining the substance of the meaning of these phenomena. The power of words and phrases used has a significant influence on the analysis and skills of qualitative research. Therefore, it concludes that the focus of qualitative research is on the process and meaning of the results. Qualitative research focuses more on human elements, objects and institutions as well as the relationship or interaction between these elements to understand an event, behavior or phenomenon. Meanwhile, literature study is research that collects data from literature. Creswell, John. W. (2014; 40) argues that a literature review is a summary of articles from journals, and other documents that explain past and present theories and information, and the literature is organized based on the required subject matter and documents. The data source used is secondary data, secondary data is data obtained from other existing sources. So that the author does not collect data directly from the object under study. The data collection technique is the method used to collect research data. This means that in writing or making scientific papers, the author must determine the appropriate and appropriate data collection techniques. for this research, supporting documents and various reference journals and also accessing information data through the website are taken. Also included are the results of previous similar studies which are useful for obtaining a theoretical basis for the problem to be studied. All of these data are expected to be able to provide descriptions related to poverty alleviation efforts in Indonesia by reviewing scientific journals which will be used to collect data or sources related to the topic After all the

data is collected, the next step for the author is to analyze the data to make a conclusion. To get the correct and accurate data analysis results, the author uses the content analysis method that discusses the topic of data content. According to Harold D. Lasswell, content analysis will be a systematic study, which is then given an interpretation, which the researcher then examines after being collected in the form of articles, magazines and available published literature and websites, how the level of understanding of the facts is achieved. and subsequent analysis, he can not only ensure understanding in his research, but also provide an appropriate explanation of the existing topic. The purpose of this research is to find out how the development of the Bromo tourist area can be carried out through the construction of the Bromo Tengger Semeru Tourism Gate project and what the purpose of the construction of the project is.

RESULT AND DISCUSSION

In the context of sustainable tourism, Mount Bromo is one of the most prominent destinations in Indonesia. Its outstanding natural beauty and potential for responsible tourism development make it an ideal location to explore various aspects of sustainability. Global cooperation and international partnerships have a very important role to play in promoting economic and environmental sustainability in this area.

International Partnertship

Cooperation with international organizations such as WWF (World Wildlife Fund) and IUCN (International Union for Conservation of Nature) has focused on biodiversity conservation and natural resource management. These programs include research, habitat preservation, and monitoring of endangered species. In addition, WWF provides training for local communities on sustainable agricultural practices and natural resource management. This program aims to improve the knowledge and skills of communities in protecting the environment while increasing their agricultural yields. WWF encourages the development of ecotourism that involves local communities. By promoting ecotourism, WWF helps communities to gain economic benefits from tourism without harming the environment. This includes training in homestay management and tour guiding. Although more common in other areas, programs such as Local Harvest introduced by WWF can also be applied in the Bromo area. This involves sustainable local food production, helping local farmers to manage their agricultural produce in an environmentally friendly way.

Environmental Conservation

Rural tourism is seen as the optimal solution to preserve nature, landscape, and environment. On the other hand, Cawley and Gillmor (2008) argued that tourism can harm the environment and communities. society. The two views have opposite directions. Community involvement in the process of rural tourism development is an important role in protecting environmental sustainability in tourist destinations. tourist destination. Wonokitri Village is one of the villages in the Bromo Tengger Semeru National

Park area. Bromo Tengger Semeru National Park. The Pasuruan Regency Government has improved the road in Wonokitri Village with smooth asphalt around 2007 as tourist access to Mount Bromo Tengger Semeru. 2007 as tourist access to Mount Bromo. This condition automatically automatically made the TNBTS involve the Wonokitri Village community in nature conservation activities. in nature conservation activities. In addition, TNBTS plans to Wonokitri Village as an edelweiss village. This is intended as one of the efforts to preserve edelweiss flowers, which are also a is also a necessity for the Wonokitri Village community for ceremonial offerings. By thus, tourism activities in Wonokitri Village are able to preserve the existing nature.

Economic Sustainability

Rural tourism provides employment opportunities, increases local prosperity, conserves the environment, and preserves cultural assets and in turn ensures greater profits for tourism stakeholders (McAreavey & McDonagh, 2011). The existence of Mount Bromo tourism is one of the popular tourist attractions in the East Java region. Every day Mount Bromo tours are never empty of tourist visits. Spikes in visits occur during weekends and national holidays. Therefore, many local people start businesses by developing economic opportunities in tourism activities. The increase in tourist visits on vacation to Mount Bromo has an impact on the income of the Wonokitri Village community. Initially, the Wonokitri Village community's main livelihood was as farmers. A few years ago, many people began to become tourism actors along with the development of tourism villages in the Bromo National Park area. Along with the development of tourist villages in the Bromo National Park area.

Tengger Semeru National Park area. The more tourists visit, the more the more tourists visit, the more the community's income increases. Business opportunities and employment opportunities are also business opportunities and employment opportunities are also an impact of the development of tourism in Wonokitri Village. Currently, Wonokitri Village community not only depends on the needs of life from farming, but also from the results of tourism economic activities. From farming, but also from the results of tourism economic activities. With Thus, tourism in Wonokitri Village has been sustainable from the economic dimension. economic dimension. On the other hand, the practice of sustainable tourism does not only consume tourism resources, but sustainable tourism requires the community to consume tourism resources. Tourism resources, but sustainable tourism requires anyone who is involved in it to participate in conserving tourism resources. Involved in it to participate in conserving the environment and culture that are included in tourism resources. Environment and culture that are included in tourism resources. The focus of tourism development that is only fixated on short-term economic targets is the biggest threat to tourism development. economic targets is the biggest threat in the development of sustainable tourism. Political support and commitment from the government are needed in the process of sustainable tourism development. By Thus, tourism can be a driving force in creating jobs, preserving culture, preserving the environment and eliminating poverty each of the above topics is not only relevant to the issue of sustainable tourism on

Mount Bromo, but also offers an innovative approach and has the potential to make a significant contribution to the existing literature. Through the exploration of these ideas, it is hoped to encourage a deeper discussion regarding the importance of international partnerships in supporting economic and environmental sustainability in this highly valuable tourism destination.

CONCLUSION

Mount Bromo tourism has great potential to contribute to Indonesia's economic development in a sustainable manner. However, realizing this requires effective global cooperation in managing the impacts of tourism on the environment and local communities. International partnerships can play a role in increasing investment, marketing, knowledge transfer, and market access, as well as supporting environmental conservation efforts through green technology transfer, funding, knowledge exchange, and sustainable tourism certification. By optimally utilizing the potential of international partnerships, Mount Bromo tourism development can serve as a model for other destinations in Indonesia in realizing tourism that provides economic, social, and environmental benefits for all stakeholders. Strong and mutually beneficial global cooperation is the key to preserving nature and the welfare of the people in Mount Bromo, as well as encouraging the sustainable growth of Indonesian tourism.

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