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Efforts and Challenges of Sustainable Concept and Resort Development (Case study : A World Winning Award Resort- Bawah Reserve Kepulauan Anambas)

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ABSTRACT

Bawah Reserve or known as Pulau Bawah is not only a magical place where its resorts development is reconnected to nature but also followed a sustainable plan towards its development plan. Aimed to highlight the sustainability concept and how Bawah Reserve establishing and achieve its standard as to gain a world winning resort award. It will explore the initiatives to provide long term benefits to the resources, local communities in terms of conservation, social cultural and economic. This study was conducted in qualitative descriptive study and using secondary data from sources that are used as the object of research, More importantly this research will be further elaborated as a group assignment of Post Graduate Study students of Tourism Planning & Development of Batam Tourism Polytechnic Year Study 2020-2021 where it will be compiled as a part of study's program research.

Keywords: A world winning award resort, Challenges, Sustainable Concept

1. INTRODUCTION

1.1. Background

Sustainability is at the forefront of discussion regarding the development of natural environments especially when it is related to the expanding of tourism industry particularly in developing nations like Indonesia and small island economies referring to Riau Archipelago province, it has become apparent that the sustainability and longevity of developments which must be considered.

Bawah Reserve which located in Kabupaten Kepulauan Anambas, the newest region established in Riau Archipelago or Kepulauan Riau Province is the proven development scenario on how sustainability concept is being a prioritized. This luxury resort developing an environmentally sensitive approach to all the operations and soon after its beginning three years operation it has proven that sustainability in practice in resort development shows that, through design and planning, the fragile environment can be protected and conserved at the same time as contributing to the society and economy

Their official website www.bawahreserve.com has providing the history, background and policies on the development strategy. Previously uninhabited, Bawah is a marine conservation area where 'nature provides

its true luxury' across 6 pristine islands, 3 crystal clear lagoon sand 13 beaches. Bawah allows a maximum of 70 guests at any one time, with 35 eco-designed suites and overwater bungalows providing guests with a private oasis amongst spectacular scenery – enriched with Bawah's holistic and personalised approach to service.

Bawah Reserve is strategically rests in sheltered carefree seclusion 160 nautical miles (300km) northeast of Singapore. Not only new established, it is a new destination in the world and becoming the first hotel or resort in the region and is a pioneer in opening this region to the explorer travellers. Administratively the location is under the village of Kiabu (Desa) Kiabu, district of North Siantan with at the position of 02° 31' 05" LU 106° 02' 48" BT and being part of 5 island with a total of 99.379 ha. It is unoccupied island and it was already utilize for marine activities. (<http://www.ppk-kp3k.kkp.go.id>).

As early as 2012 this island has been on the eye of CNN and starred as the most beautiful tropical island in Asia. Having this such

acknowledgement has contributing value add to the Riau Archipelago and Anambas region tourism potential apart from recent famous of tourism destination in Bintan Resort and Batam which places 2nd for foreign tourist arrivals after Bali. Below is the tourism map of Riau Archipelago



Picture 1 : Riau Archipelago Tourism Map
Source : Tourism Department of Kepulauan Riau

Bawah Reserve is developed as an ecologically sound destination with the preservation of the island's natural beauty a priority and it is surrounded by clear turquoise waters, blue lagoons and coral reefs, this pristine and previously uninhabited marine conservation area caters to outdoor adventurers with an appetite for indulgence as well as paradise seekers looking for relaxation. Bawah offers the true meaning of all-inclusive luxury, by being the only retreat in Asia to include all spa treatments, guest experiences and transport via its amphibious seaplane.

From the beginning of its development, there has been a genuine environmentally- aware approach to the project, which made the creation of a luxurious tropical eco-paradise on a remote, uninhabited island which tremendously challenging resulted to three years acknowledgment by its nominating and winning the award from World Travel Award. World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. Today, the World Travel Awards™ brand is recognised globally as the ultimate hallmark of industry excellence.

Tables figures the record of Bawah Reserve nomination and winning award from World Travel Awards

Table 1 : Nomination & Winner 2018-2020

Year	Nomination
2020	World's Leading Private Island Resort 2020 Asia's Leading Private Island Resort 2020 Asia's Leading Water Villa Resort 2020 Indonesia's Leading Boutique Resort 2020
2019	Nomination World's Leading Private Island Resort 2019 Asia's Leading Private Island Resort 2019 Asia's Leading Water Villa Resort 2019
2018	Winner & Nomination Asia's Leading Private Island Resort World's Leading Private Island Resort 2018 Asia's Leading New Resort 2018

Source : World Travel Award

Bawah Reserve also being recognized and awarded from Conde Nast Traveller the luxury and lifestyle travel magazine published by Condé Nast. The magazine has won 25 National Magazine Awards. Condé Nast Traveler's main competitors are National Geographic Traveler and Travel + Leisure.

Table 2 : Other Awards and Achievement

2019	Top 20 Resort in Asia
2019	7 Beautiful Over water Bungalow
2019	20 th Best Tropical Resort in the World

Source Conde Nast Traveller

1.2. Focus Identification

This research aimed to elaborate on how sustainability concept being implemented at Bawah Reserve and what is the challenges towards its implementation.

The identification focus is as follow :

- What are the efforts which being initiated by Bawah Reserve in setting the development concept to sustain tourism as an industry considering facilities, fulfills different economic-social, cultural needs and tourists' expectations and simultaneously protects ecological unity, environmental health, cultural identity and totality of the host society and leads to economic development, eradication of poverty and welfare of society members. (Toulaee.S, 1386, 2007)
- What are the most challenges factors to succeed the concept implementation towards the long term benefits to the resources, local communities in terms of conservation, social cultural and economic.

2. METHODS

2. Methodology

2.1 Qualitative Research

This type of research is included in the category of library research using secondary data from sources that are used as the object of research, such as books or literature. electronic media (internet site), online media, which deals with this research problem. Team of researcher has explored few literatures related to Bawah Reserve and sustainability development as well sustainability tourism concept and its impact both sides

Data collection is done by using literature study, by studying and recording reading materials, newspapers, papers, journals, pamphlets, brochures, documents and reports, as well as other materials related to the main topic or focus of this research. According to Sugiyono, literature study is related to theoretical studies and other references related to values, culture and norms that develop in the social situation under study, besides that library research is very important in conducting research, this is because research will not be separated from scientific literature. (Sugiyono, 2012:291). Researchers widening the focus of this study to look into various component on how Bawah Reserve introducing and promoting the sustainability concept towards its master plan and setting a blue print of environmental friendly approach of eco and challenges arises from the implementation.

2.2 Output of Research on Sustainability Component

Several documentary data was reviewed in order to understand and examine about Bawah Reserve's sustainability frame work. Data compiled is necessary to support the research. Research has identify below component and having detail explanation on each of the component



Picture 2 : Sustainable Development Component
Source : The Cliff International Centre

Sustainable development refers to all aspects of development globally and can be divided into three categories namely economic sustainability, social sustainability and environmental sustainability. These three component will be further elaborated on the discussion chapter.

3. LITERATURE REVIEW

3.1. Sustainable Development

The term of "sustainable development" first came into prominence in the World Conservation Strategy (WCS) published by the World Conservation Union (IUCN) as earlier as from 1980". With traditional tourist destinations becoming less popular places of outstanding natural beauty, particularly in developing countries, have to respond to the pressures of providing good quality yet competitive resorts. Development for tourism is often required quickly and, due to the poor economy of many of these destinations, the costs need to remain low. This often compromises the sustainability of the development, and protecting and preserving the environment is often overlooked as an expensive and timeconsuming task.

The most often used definition of sustainable development is that proposed by the Brundtland Commission or known as Brundtland Report (2011: 87). This concept of conserving resources for future generations is one of the major features that distinguish sustainable development policy from traditional environmental policy, which also seeks to internalize the externalities of environmental degradation. The overall goal of sustainable development (SD) is the long-term stability of the economy and environment; this is only achievable through the integration and acknowledgement of economic, environmental, and social concerns throughout the decision making process. In summary as what being concluded by Brundtland Report that sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

2.2. Sustainable Tourism

Earlier definition on sustainable development has highlighted its relation with tourism sustainable development which will only be secured if there is openness for a "cultural change" in shifting the region's patterns of development. Integrated planning, local communities, and monitoring are key players in this process of change. The WTO's different definitions for sustainable tourism concentrate on the satisfaction of the tourists while protecting the tourism destination resources including environment, cultural biodiversity, and heritage.

According to the World Tourism Organization, sustainable tourism is “*Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities*”¹¹

Thus, sustainable tourism should have these 3(three) component

Table 3 : Component of Sustainable Tourism

Environment	Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity
Social & Cultural	Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance
Economic	Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Source World Tourism Organization

Tourism has greatly affected the sustainability of local environments, economies and communities. It has become one of the world’s largest and fastest growing industries, with almost all of the world’s nations encouraging its growth.

Sustainable tourism is a kind of tourism that fulfills the needs of tourists, tourism industry and the hosting society without doing any harm to next generation wealth by this act. This kind of tourism has its economical justification and doesn’t harm the ecology and social and cultural structure of its hosting society where many hotel or resort development seem to have difficulty in achieving a balance between economic development and environmental protection in practice.

4. RESULTS AND DISCUSSION

4.1 Bawah Reserve’s Sustainable Development Component

As stated at point 2.2. Research has identified sustainable component liaised at Bawah Reserve resort development and its cycle of its development

- i. Economy sustainability : Tourism can have enormous benefits to a country’s economy, such as the alleviation of poverty through job creation for locals and subsequent improvements to

infrastructure and services. However, the importance of economic growth must remain hand-in-hand with social and environmental development as without such balance, tourism can be destructive with the effects only seen in the long-term.

- ii. Social Sustainability : Social sustainability is about identifying and managing business impacts, both positive and negative, on people. The quality of a company’s relationships and engagement with its stakeholders is critical. Directly or indirectly, companies affect what happens to employees, workers in the value chain, customers and local communities, and it is important to manage impacts proactively.
- iii. Environmental sustainability is particularly important in island development to maintain and build upon existing resources, thus keeping the location a desirable resort capable of supporting the local economy

4.2 Bawah Reserve’s Sustainable Development Efforts

Environmental Efforts :

- i. Developing ‘true nature’ tourist activities by inviting them to explore the islands and leave with a renewed sense of purpose. Immersing in experiences harmonious with nature, explorers can encounter flourishing species of corals, turtles and iridescent schools of fish, or step foot in Bawah’s primary forest that has never been cut or burnt.
- ii. Bawah Reserve is committed to setting an example for responsible and sustainable tourism. The environmentally sensitive approach extends across all Resorts operations, from its permaculture e to products such as ocean-friendly sun cream, eco-friendly laundry detergent, and no plastic bottles.
- iii. All of resort’s waste is recycled; all paper is mulched; food waste is composted, and crushed glass is used in the water filtering process.
- iv. Minimizing of all machineries vehicles by only having minimum number of electric buggies and major plan of solar panel towards the energy supplies includes its marine activities and facilities ie. supply boats
- v. Committed to rehabilitating the underwater life both at Bawah Reserve and the surrounding areas to protect and revive the marine biodiversity

Social and Economic Efforts

- i. The Resort has established BAF or Bawah Anambas Foundation aiming to create channel funds back into the land, the sea and

the local community. Since launching in 2018 BAF have begun implementing several community development programmes geared at improving the lifestyles of the people of the Anambas.

- ii. Providing facilities and infrastructure to support solid waste management implementation, and we also operate monthly boats that go around to the villages of Talaga and Kiabu, and pick up trash from the waste separation storage,
- iii. BAF's goal is to show them alternative ways to earn an income and give them a few viable options. Introducing organic agriculture as the land is fertile as well as home industry to create innovative food products from the harvest. The organic farm has delivered harvest every month to Bawah Reserve.
- iv. Education and human development program Initiating an online language learning platform to conduct English lessons for elementary and middle school students collaborating with an internet program from Ministry of Communication and Informatic to enables the students to interact in real-time with their tutors. Pilot project held in Kiabu Village and expanded to Arung Hijau Village. The learning material is created, especially for the children living there. BAF is combining education about environment conservation and waste management through the English lesson material, and the belief is that change starts with the young
- v. Women empowerment program, BAF has conducted ongoing training for villages women supported by Bawah Reserve team (the chef, etc.) to strengthen home industries products. In the future there will be more BAF products to be found on Bawah. Other potential industries such as candle and soap making, other food products, and tailoring was also being identified. In the future the plan is to go beyond Bawah as the intention is to broaden market further than the Reserve once achieved the highest quality product possible to improve economic welfare

4.3 Bawah Reserve's Sustainable Development Challenges

1. There is a requirement to have a collaboration concept between Bawah Reserve's resorts development with Anambas Region as a potential destination location. Anambas which is generally have limited development space in most cases, have approached development for tourism in the form of resorts had to control and contain the industry to sustain. Anambas's region logistic problem such as link network on utilizing SEA TOLL vessel or big ship fleet from Jakarta to Anambas (either Jemaja/Letung or Tarempa) and also proper

sea port at Tarempa for Jakarta's cargo interim destination and emphasized regional government to strengthen facilities and accessibility of sea transportation facility

2. There should be an integrated sustainable tourism concept and develop courses of action accordingly. Ideally this requires a process-oriented approach in which various stakeholders are involved. This allows the business to explore future uncertainties collectively, to exchange and discuss different interests, opinions and experiences, to learn from each other, and to stretch and challenge the thinking process, break paradigms and develop skills and competencies to deal with the complex future. Such a process-oriented approach to strategic planning fits into broader developments of democratization, knowledge development and learning (c.f. adaptive organizational leaning) (Postma, 2014).
3. Limitation of opportunities for local economic source of income to generate livelihood surroundings Bawah Reserve. Fisheries supplies which now being routine to the need of the resorts is limited to only a small group of traditional fishermen. This requires an extensive empowerment program and know how capital management
4. Huge issues on other supporting tourism infrastructure and accessibility of facility at Anambas Region has contributing to the challenges on Bawah Reserve future development plan. Non-available of logistic resources ie. Current constraint of existing cargo ship as the only one transportation mode to carry hazardous material/goods ie. Avtur, diesel, fuel, and LPG Acceleration of Anambas (Jemaja / Letung) PERTAMINA Depo for more effective and safe avtur supply to Bawah. Importantly to alert upcoming tourism future requirement and possible alternative of chartered flight from/to Bawah either direct from Singapore – to Batam vise versa .
5. Other challenges is the branding of Bawah Reserve is to be widening as part of not only Anambas region but also Kepulauan Riau Province To include Bawah island on Ministry or Tourism and Creative Economy Board (TCE Board) Road show and marketing event TCE as an executive body of the tourism and creative economy is now marketing on tap on high-spending tourist markets like the US, Russia , Australia and Europe
6. To proposed local tourism and economic creative hub at surrounding nearby villages with share-cost and program approach jointly from Tourism Ministry either on central, provincial or regional level with a possibility of

yearly communities festival ie. Cultural group performance, women group economic empowerment

7. Most critical challenges faced is the human resource and manpower problem where in Anambas region there was very limited resources to fill up the opportunities in tourism industry. Lack of qualified staff at both operational and managerial levels, high staff turnover rates due to the remote operational and location

5. CONCLUSIONS

- i. It is very important to ensure a balance through the concepts of sustainable development which will enable the economy to continue to thrive alongside the development of culture and the protection of the environment and natural resources.
- ii. Bawah Reseve's sustainable concept requires an integrated collaboration The need to build and strengthened the capacity of local government, the private sectors, local communities, NGOs to effectively use a sustainable concept as a tool to sustain development and the conservation of natural resources.

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