

The Feasibility of Development of Social Capital-Based Ecotourism in West Lombok

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Abstract. The purpose of this paper is to determine the tourism feasibility of West Lombok for the development of social capital based ecotourism, which include: the development of tourism; identification of possible conflicts; Stakeholders' perspective on ecotourism; the involvement of local community; identification of market segments; and relevant social capital of West Lombok for the development of ecotourism. Feasibility studies conducted through surveys in Sekotong District involving all tourism stakeholders who were selected purposely. Data were collected using guided interview, focus group discussions, observation, and documents review. The data were then analyzed qualitatively. The results showed that tourism in Sekotong District is not well developed due to unclear government programs. This is also caused by the lack of synergy between government and the community or local residents. Additionally, there has not been any positive response of tourists regarding the tourism atmosphere in the region, due to the safety factor, the environment, and attitudes and behavior of some people towards Travelers. Economic impact of tourism on the local community is still limited due to the fact that they are not fully involved in tourism development. The result of *FGD* emphasizes on the importance of paying attention on principles of sustainable development, such as social capital-based development by involving local communities.

Keyword: *Feasibility, Development Ecotourism, Social Capital*

Introduction

Tourism is one of the most reliable economic sectors in West Lombok Regency. It is because this sector has given the second biggest contribution after the sector of agriculture onto the West Lombok's Regional Gross of Domestic Product and able to absorb the manpower or human resources around 15.37% (BPS Lobar, 2013). In social aspect, the sector of tourism provides spaces for the appreciation of any art, tradition, and culture, as well as the appreciation of identity belonged to the West Lombok Regency. It is no wonder if this regency has given the highest value of infestations in this sector due to its contribution toward the economic, social, and environmental growth (Dinas Pariwisata Lobar, 2014).

However, beyond its huge contribution, it cannot be denied that this sector still provides many problems in the context of the economy, social, and environment. In environmental

side, the exploitation of tourism either in West Lombok regency or in West Nusa Tenggara province is still coping with the environmental destruction. The exploitation of tourism can decrease the quality of living environment which is indicated by the decrease of water sources from 700 spots into 230 spots, the water debit decreasing five times in dry season, the decrease of the forest width into 60%, and so forth (Bappeda NTB, 2008), including the loss of biological creatures, pollution, and other kinds of eco systemic destruction (Wildan & Sukardi, 2013). In social context, the exploitation of tourism is often followed with the appearance of social problem such as conflict, harassment, and so on (Sukardi et al., 2009). The taking-over of lands, for instance, is often triggering the burst of riots or conflicts in some tourist areas in West Lombok. Meanwhile, in economic side, the development of tourism in West Lombok has not given the economic justice which is indicated by the large amount

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of unemployment and poverty (Wildan & Sukardi, 2013; Bappeda Lobar, 2014). The economic profit is only enjoyed by those who have capitals, while the local communities around the tourist areas remain in poverty. In fact, those local people around the tourist areas become one of the key players since they actually provide any attractions for the tourists as well as any products utilized in the tourist areas (Damanik & Weber, 2006).

The appearance of negative impacts above is allegedly caused by the fact that there is no any management provide for tourist destinations based on environment (ecotourism). In fact, ecotourism puts forward the conservation of environment, education on environment, the welfare for local people, and the acknowledgement for local culture (Nugroho, 2007). The development of ecotourism is also always close/integrated with an actualization of social capital or local genius as well as the involvement of local communities. A research done by Weslund and Gawell (2012) shows that the actualization of social capital can stimulate the growth of many economic sector, including sector of tourism. A social capital becomes a strength in ecosystem particularly related to the maintenance of resources of tourism. Besides social capital, the involvement of local communities also becomes a key for the development of ecotourism. Some of researches confirm that the success of ecotourism is because of the support and participation of local people or communities (Trofimenko & Djafarova, 20; Hill & Hill, 2011; Satyanarayana et al., 2012; Stone & Wall, 2003; Peter, 2005; Bhuiyan et al., 2011).

Due to those facts, this research is conducted with an objective that is to know the feasibility of the development for ecotourism based on social capital, which includes: (1) the pattern of tourist development in West Lombok; (2) the development of tourism in West Lombok from Stakeholders' perspective; (3) the involvement of local community in tourism; (4) the suitable market segment with ecotourism product of West Lombok; and (5) social capital (local genius) of West Lombok which is relevant for the development of ecotourism.

This research is conducted by combining quantitative and qualitative approaches which are framed within a form of survey. Through this survey, the researcher qualitatively and quantitatively digs, analyzes, and organizes comprehensively and complete the information

about the development of tourism, the pattern of tourist development through Stakeholders' perspectives, the involvement of local people/communities, the identification of market segment, and social capital of West Lombok (Sekotong) which is relevant in developing ecotourism. The location of this research is focused on Sekotong Subs district West Lombok Regency by involving the tourist actors as subjects of research, such as the inhabitants, the government of West Nusa Tenggara province, the government of West Lombok Regency, the government of villages, Developers, Tour Operators of Lombok Island, the foreign visitors, groups of creative industries, living environment, and so on. The whole subjects are taken through purposive sampling by considering ages, experiences, education, and health. Data are collected by utilizing any guidance of interview, Focus Group Discussion (FGD), observation, and document analysis. All data are analyzed qualitatively through three ways, namely: data reduction, data presentation, conclusion or verification (Miles & Huberman, 1984).

The Development and Problem of Tourism in West Lombok Regency

As mentioned previously, this research takes setting of research in Sekotong Subs district West Lombok Regency, so that the description of result is focused on that territory. The description of tourist development in Sekotong is started by having the tourist attraction, the amount of visitors, the economic impact of tourism, the length of visit, and the average of consumption which are all ended with its problem.

Based on the mapping, it shows that the tourist attraction in Sekotong Sub district is relatively focused on southern parts of the territory, like in Pelangan, West Sekotong, Batu Putih, and Gili Gede Indah. In this area, there are Mekaki beach, Bangko-Bangko beach, and Sepi beach. Still in this area, there are some small islands which are named 'Gili' by the local people. The gilis(islands) are Gili Gede, Gili Poh, Gili Lontar, Gili Nanggu, and so forth. These all Gili are relatively beautiful and still quiet. One of the Gili which is frequently visited by domestic and foreign visitors is Gili Nanggu (Dinas Pariwisata Lobar, 2014). That area has also had two (2) starred hotels, three (3) common hotels, and five (5) Inn with the capacity of stay about 150 rooms. Conversely, the northern area of the place is relatively unattractive, but it is located

in strategic area (for example, it is close to Lembar harbor which is the biggest harbor in West Nusa Tenggara).

The tourist visit in Sekotong sub district area shows the ascending trend. In 2013, for instance, it is noted 17,564 visitors, comprising 14,446 foreign visitors and 3,118 domestic visitors. The number has fulfilled the target issued by the government of West Lombok regency that is 10,000 visitors. If compared to that of 2012, the amount of visitors in 2013 got increasing into 7,564 people. Looked at the countries they're coming from, the visitors from France, United States, Holland, and Australia were dominant. Besides, the European countries still dominated the amount of foreign visitors (Dinas Pariwisata Lobar, 2014).

When analyzed the development of economy in Sekotong area, it shows that Sekotong area does not yet impact significantly to the development of tourism. Most of visitors come directly from Bali in order to do any kinds of activities like surfing and they seldom stay in the place. Besides, the local people derive profits only from the rent of canoes to go to some gilis (islands). This is severely occurred once in a month. This condition does not happen due to the lack of visitors but due to the fact that they do not get opportunities to take a significant role in tourism. Therefore, the economic effect of this tourist activities of Sekotong area is not so significant yet because of the lack of the people's access to the growth of tourism. As a matter of fact, Peter's findings (2005) in several countries in South America figure out that the involvement of local people or communities are really endorsing the strength of ecotourism as a medium of simultaneous development. Bhuiyan and the friends' research (2011) even confirms that the success of ecotourism really depends on the local people's participation and involvement because they are who will directly get social, economic, and cultural impacts.

The potency of the local community or local people is very large, regarding the fact that there are plenty of tourists visiting although their visits are relatively short. One subject of research said that generally the average of the visit length of foreign tourists in Sekotong is short unless when they visit Gili Nanggu. In sense of the expending, the research shows that it is around 15% of tourists spending their money ranging from \$100 until \$150; around 25% spending their

money from \$50 until \$100; and most of them (60%) only spend their money less than \$50. Due to this condition, it is clear that it has not given opportunities to the improvement of local people's economy; and this becomes more severe due to its management on businessmen. There are actually many visitors who are very rich, especially those who come from Middle East, but the problem is on the local people's attitude and behavior that are not favorable with them. For example, "the visitors of Middle East are not happy if they are asked to shake hands" or "the European visitors are not happy if they are bothered on the streets", and so on. In short, they really need convenience when staying in the tourist areas.

Other problem is about the sustainability, either in the aspect of policy or program, environment, social or economy. From the side of policy or program, the development of tourism is still entrapped in the sense of the symbolic development. Through the perspective of West Lombok government (Pemda Lobar, 2013) there have been many problems about the development of tourism, like: (1) lack of facilities for visitors; (2) the weakness of the available data and information; (3) not all of tourist objects that can be accessed optimally with facilities provided; (4) the potencies of the tourism objects are not looked after optimally; (5) the lack of manage properly promotion and advertisement; (6) the limit of competencies and quality of human resources, including the local people and governmental staffs; and (7) the lack of safety in tourist objects are not good enough. Through economic perspective, the development of tourism in West Lombok is coped with the problem of inequality in terms of economic income (Pemda Lobar, 2013). The profits of this tourism sector is spent and enjoyed only by certain groups (the capital owner group), not local people within the areas of tourist objects. Indeed, there is a tendency that the percentage of poor people of West Lombok decreases, but it is far from ideality when compared to the national average which has come into 10,96% (BPS Nasional, 2014).

That condition will become more severe when looked at the problems in based on social and environment. The social conflict due to the acquisition of land among people, the vulnerability of social norm and values within society, the low access of people in education are the real problems related to tourism. The environmental problems being noticed are

the illegal logging, deforestation, and mining. The local people of Sekotong realize that the illegal logging can destroy the habitat of animals and plants. In terms of local wisdom, they are not allowed to do activities of illegal logging. This statement is in line with what was found by Sukardi et al. (2009) saying that one of local wisdom owned by Lombok people in terms Natural Resources is that they are not logging freely. In fact, it frequently happens that the destruction of forest is due to the illegal logging done by people out of Sekotong. Ironically, this condition is still going on without a formal prohibition by the government. Other problem is the occurrence of throwing rubbish freely and the lack of centers for recycling the thrown rubbish. From those many problems in environmental side, it seems that the illegal mining becomes the most critical one. This is because the activity is often done by using dangerous chemical substances, so many people start complaining the emersion of mercury in consumed mineral water.

The Sekotong Tourism in Stakeholders' Perspective

The government of West Lombok Regency puts tourism as the second priority of development after agriculture. But, in fact, it happens not as hoped. This is indicated with the incompleteness of information about the existence of tourist objects in Sekotong. One of the complaints from the visitors based on the FGD program is that the unclarity about price like price of food, certain service, and so on. This condition is not yet included the information of environment, culture attraction, religious attraction, and so forth. Information of tourist objects are also not complete, such as amount of hotels, transportation fees, room hotel rents, and so on. According to the government of West Lombok Regency, the minimum information about tourism happens because of the lack of resources, either the human or the other kinds of resources. The FGD result shows that it is important/urgent to strengthen the resources, capacity of institution, including the founding of Technical Service Units in the level of subs districts in order to mobilize the management of tourism. The suggestion is relevant if it is looked the result of Bhuiyan's research (2011) in Malaysia showing that in order to build ecotourism, the main thing to do is to develop the capacity of institution, the creation of preserved areas, the picture and branding

of areas, an integration of the tourism with other kinds of tourism, the advertisements and publications, the development of human resources, and the operation of Small and Middle-level Businesses. Relawan (2014) in his research stated that the strength or capacity of institution is formed in order to define the ways of human beings interaction, whose end is to win the game (competition). Therefore, if the capacity of institution is strong, the opportunity for enhancing people's welfare will rise too.

However, the weakness of capacity has given an opportunity to the emerge of innovation from several businessmen who initiate to do promotion although it still very limited and unplanned. Some developers have spread promotion like "Sekotong with white sands in Lombok", Sekotong with many gili which become the most convenient place of rest for everyone". In social context, this initiation can be a satire toward the weakness of bureaucracy. Moreover, this condition shows the weakness of support of policy and institution from local government as commonly found in many territories, as what is found by Zulvera at al. (2014) despite in different context.

From many problems, one thing which is prominent is that the building of infrastructure has been adequately fulfilled although it does not cover meet the whole places that directed to the tourist areas. There have been infrastructure of street, Lombok International Airport, hotels, and other physical buildings which give contribution to the development of tourism in Lombok and Sekotong, in particular. Nowadays there java been 2 starred hotels with 47 rooms, 3 'jasmine' hotels with 28 rooms, and 5 common hotels with 75 rooms (Dinas Pariwisata Lobar, 2014). In future the government of West Lombok Regency plans to add the amount of hotels especially in Makeke beach, Bangko-Bangko beach, and those in some *gilis*(islands). The problem frequently appears is that the occurrence of conflicts on land owning including the lands used for streets to the distant tourist areas.

The private stakeholders or businessmen have actually seen the opportunity to get profits from the tourism in Sekotong area. The result of FGD shows that the area of Sekotong is much more beautiful than those in Senggigi areas (the tourist object in northern place of Mataram). In spite of that fact, the problem they face is that the massive promotion and marketing of the Sekotong

tourism is not complemented with accurate information about the area. Besides, the greatest challenge is that there still appears the conflict of owning land, social conflict within community, and the action of illegal logging. This last problem is viewed to destroy the surrounding environment. It is proved by signals of the loss of living creatures and the destruction of ecosystem as what was found by Wildan and Sukardi (2013). This condition is more severely shown by the lack of accurate information. This is what makes the fact that the investors are still uninterested in the Sekotong areas.

The Local Community's Involvement

The above-mentioned explanations show clearly information that the existence and participation of local people or community in the management of tourism is still lack little and limited. Their candid statements show this condition where they only get profits of tourism in arms of renting their boats or canoes to tourists. They usher the visitors or tourists to several *Gillis*(islands) with cheap price and severely they come there very rare. Besides, they also welcome the visitors with low cost. This job then looks very seasonal. Therefore, they have not got the proper profits from this kind of work, and they certainly have not got yet the equal income from the activity of tourism in that area. This condition, once more, confirms other research (like Zulvera et al., 2014) saying that the role of society is still low in each aspect of development.

The main problem faced by Sekotong people is that the low access in managing lands due to conflicts of the lands owning or acquisition with the government (vertical). According to one of village Headmasters in that area, there have been conflicts occurred vertically due to the ambition of owning the lands in the area of tourism. It often causes the killing of people involved in the conflicts or riots and this fact is often shown in mass media. The negative impact of this condition goes to the sector of tourism. Investors do not brave to come to invest, the visitors are afraid to come, and other kinds of negative impacts. In local people or community's perspective, this happens due to the non-transparency of information for public like the case of West Lombok Regent (Okezone News, 12th December 2014). Sometimes, the people just know suddenly about their lands' taking-over and being owned by the foreign people.

From other perspective, related to the

visitors' attitude and behavior, it seems the local people not bothered. This condition is acknowledged by the people because the tourism in this area particularly and the tourism in whole Lombok generally have been long developing. There is no attitude and behavior which do not accept the visitors' presence although the majority of the local population are Muslims. Swimming in minimal clothing does not disturb local people. Yet, dozens of community member are concerned with social harassment through tourism. They sometimes have no power to face the tourist's culture pressure that they imitate some culture practiced by foreign tourists. This situation is exacerbated by community's lack of education (Wildan & Sukardi, 2013), that they are easily contaminated by the tourists' attitude and behavior.

The Market segment of Sekotong Ecotourism

The study found that almost all foreign tourists, either from Europe, Middle East, and other countries, including Indonesia are seriously attracted to the beauty and the local culture in Sekotong region. Support facilities such as road, water, electricity, communication, entertainment, loggings, restaurants and others are undoubtedly necessary. Tourists of Europe and Middle East market will become more optimal choice if it is managed in synergy through partnership to market it. Thus, the ecotourism put in the market should be clearly defined including in the matter of appropriate and complete calendar of events, accommodation, transportation etc.

On the other hand, the tourists' motive to visit Sekotong varies. FGD result revealed that the key motivation of Middle East tourist is to have a nice rest. Therefore, they feel uncomfortable toward disturbing attitude and behavior of the local. They come to take a rest and enjoy the beauty of the nature, yet in Islamic atmosphere. An informant revealed that they do not like to be asked for a handshake particularly for *non-mahrom*(unmarriageable kin) reason. On the other hand, European tourists are slightly different; aside from taking a rest, they also want to enjoy original local culture (Lombok). This finding is in step with Haryani's finding (2014) that puts natural and cultural reasons as the main attraction to the tourists. The attractions become special tourism attraction in Sekotong. A tourist in the FGD said they want to see something natural "we came

here to see natural Sekotong... and hope the condition in the next twenty years will be the same as today". This statement shows that natural and cultural attractions have become their motive to have a tour to the region. The response they gave is that the beaches have white sand, the *gilis*(islands) are exotic, and the locals are friendly that they believe the region is a good place to take a rest.

However, they have some complaints particularly about cleanliness such as garbage contaminating the beaches that they hold themselves from swimming and bathing. The most crucial complaint is about the local attitude and behavior that are considered disturbing their vacation. As mentioned above, tourists from Middle East do not like seeing their wives or daughters being asked for a handshake. Additionally, the community's attitude which tends to force them to buy merchandise while they are enjoying themselves on the beach. For them, taking a rest is their initial intention to visit Sekotong that they do not want to have any disturbance by people offering merchandise, moreover with a different communication language. The community faces difficulty in communicating with the tourists leading to lack of access in tourism management. Such conditions are confirmed by the Local Government of West Lombok as the weakness in tourism development (West Lombok Tourism Office, 2014). Again this is the result of community's weakness and lack of access to education (Wildan & Sukardi, 2013), whereas Aswin and Ardash (2007) findings in Thailand prove that community with sufficient knowledge on ecotourism tends to give positive response to ecotourism and to ecotourism experience.

In the FGD, the tourists suggested that the above obstacles should be addressed to bring positive impact to Sekotong as tourism destination. Actually, the Local government. of West Lombok has prepared human resources to overcome this situation. This was manifested by establishing Vocational School of Tourism in Sekotong. However, since the tourism development in this region has yet to be optimal, most graduates migrated to other tourism area such as Senggigi, Gili Terawangan, Meno, and other area in North Lombok.

Social Capital for Ecotourism Development

Community engagement becomes key variable in ecotourism development. Yet,

none of these empirical findings discussing social capital use (indigenous knowledge) of the community in developing and managing ecotourism. In fact, as said by Fukuyama (1997) social capital is a vital element for community economy empowerment development. Weslund and Gawell study (2012) in various countries also shows that strong social capital is able to stimulate development in different economy sectors due to solid trust and close relationship in broader network among economic agents.

Coleman (Dwiningrum, 2015) defined social capital a set of resources that become the characteristic of family relation and community social organizational that contribute to cognitive and social development of child and teenager. More specific opinion was stated by Putnam (Dwiningrum, 2015) asserting that three key elements in social capital include network, norm and trust. Field (2010) supports Putnam's concept that social capital is the part of network, norm and trust in social life. Thus, social capital root from social network and social relation recognized as resources in social structure and can be accessed and or mobilized in a purposeful action.

There are at least 6 (six) elements of social capital proposed by Hasbullah (2006), Dwiningrum (2015); (Fiisabilillah et al. 2014) as follows: (1) social network participation, (2) kindness exchange, (3) trust, (4) social norms, (5) social values, and (6) proactive action. The six elements form critical elements in designing ecotourism development. All these elements in fact reflect a community's indigenous knowledge, since it consists of skills and knowledge a traditional community have in a region to utilize natural resources and environment in materializing harmonious life (Arzaky et. al., 2001). Arzaky et.al. (2001) further mentioned that indigenous knowledge in the context of Lombok community is a term given to nobleness of the values or system of the community's ancestor in the past, significantly proven to survive and give spirit as well as new values in today's era provided that it is applied in the community in the manner of *teguq* (strong and intact), *bender or Lomboq* (straight and honest), *patut* (right) *tuhu* (determined), and *trasna* (affectionate).

The interview with cultural figures shows that the Sasak community in Sekotong region owns a value system that develops the community's personality reflecting attitude and behavior in whole economy

social dimension. There are some social network developed by community's attitude such as *krama* (association) with binding norms and values including *tata* and *bahasa krama* (order and polite language), support values such as *maliq* (system that regulates the dos and the don'ts) and *merang* (values system in developing and improving spirit through fair competition). All of the *krama* in its operational enter a establish customary agreement as moral responsibility, in the form of *awig-awig* (customary law) containing customary rules and law with normative power to be observed by all member of the community. Any breach to *awig-awig* will imposed with customary sanction of *dedosan* (customary fine in the form of money, cattle etc.), social sanction, moral sanction, and even physical sanction.

All knowledge values reflect appropriateness and obedience moral in community's attitude and behavior to be placed forward in tourism management (ecotourism). Ecotourism needs such social capital since it is directly in contact with community engagement as sustainable ecotourism agents. This is true since tourism sector in West Lombok is a part of economy development. Other study also stated that social capital factor is an influencing factor in successful development despite it

is employed to initially build interaction and collaboration (Fiisabilillah et. al., 2014).

Emphasis on social capital such as indigenous knowledge came from theoretical assumption of Dwiningrum (2015) stating that local community existence (including in developing ecotourism) is determined by collective energy capable of building cohesive social relation as social strength. While social strength itself is defined by the strength of social capital elements exist in the community. Thus, the success of ecotourism development relies on the strength of social capital (indigenous knowledge) possessed by West Lombok community. The following is the actualization of ecotourism development based on social capital in reference to sorted social capital elements proposed by Dwiningrum (2015) and Hasbullah (2006) that are integrated with Lombok (Sekotong) community's social capital.

Based on the finding, ecotourism development as the effort to empower community's economy requires social capital. With the social capital elements, the ecotourism development can bring positive impact economically and socially (particularly green economy/sustainable economy). This is in step with Nasution et.al. (2014) finding that expressly stated social capital index brings

Table 1
Potential Local Social Capital-Based Ecotourism Development

Social Capital Element	Ecotourism Development
Social Values	Sekotong people own social capital to support the ecotourism such as: teguq, bender or lomboq, patut, trasna, etc.
Social norms	Sekotong people are known to have social norms required by ecotourism agents such as tata or titi krama, i.e. local customs regulated by awig-awig as the result of customary agreement of all people or ecotourism agents. Any breach will be subject to social or moral sanction.
Participation in social network	Sekotong people have social network called krama, such as village krama hamlet krama paer (a krama covering several customary villages in a sub-district level region) or krama gumi paer (a krama representing region of district level or larger within Sasak-Lombok ethnic community).
Kindness exchange	Sekotong people also have the following elements: saling tulung (a form of mutual collaboration), sero (assist others during planting season), saur alap (assist others in working the land), saling peliwat (assist someone), saling sangkul/sangkol (assist each other), etc.
Trust	Sekotong people are familiar with supporting each other act such as saling ajinan (respect the differences), tembung (greet each other), etc.
Proactive Action	Sekotong people also have these capital to actualize by ecotourism agent such as tuhu (serious), nyandang, onang (appropriate, fit), kenaq, patut jati (right and decent), cumpu (agree), teger (determined), teguq (take the principle consistently), etc.

Source: Primary Data Processing

significant and positive impact to household (community) welfare. Therefore, social capital owned by the community in tourism area is sufficiently comprehensive and becomes big opportunity to ecotourism development in Sekotong region. Thus, the social capital can serve as directive and guidance in ecotourism development for all level of ecotourism agents.

Conclusions

Based on the above explanation, some conclusions to reflect in ecotourism development include: (1) the development of tourism sector in West Lombok, particularly Sekotong region shows its improvement despite it has yet to bring profit to local community both economically and socially. The point of concern includes social, environment, and economy issues. The most crucial concern is the settlement of land ownership in Sekotong; (2) in the tourist's perspective, tourism in Sekotong is highly potential due to the beauty and local culture, yet, there is no distinct information on it available. There is caused by weak resource management, either in human, institution, cost and others; (3) tourism management in Sekotong does not involve the community as the key agent yet, that it brings no positive effect to the local community. Point of concern include security, attitude and behavior of some member to the tourists; (4) ecotourism market segment in Sekotong is widely open for all foreign and domestic tourists since they are attracted to Sekotong region is supported by sufficient infrastructure; (5) since ecotourism development put the local community as its central, actualization of social capital becomes a must to stimulate the tourism sector improvement. There are at least six social capital elements to have and actualize including participation in social network, kindness exchange, trust, social norms, social values, and proactive action.

Based on the conclusion, it is recommended that to accelerate tourism development in Sekotong, the collaboration with stakeholders to develop social capital based ecotourism is necessary. At least it can be actualize in the form of complete grand design preparation based on the potential and findings above. In addition, the settlement of land ownership becomes an important issue that the ecotourism development gets stronger with strong legal certainty.

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