

# **Influence of Network Sustainability Governance in Ecotourism Management: Case Study in Paya Indah Wetlands**

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## **Abstract**

The Malaysian government wants to develop ecotourism because can give income to the country through tourist spending and foreign exchange. Market sustainability governance influence the management of ecotourism center must be known so that any problems that arise can be resolved quickly and effectively. Definition of governance is very wide depends on its topic and help the government to carry out its duties. The problem is not known whether the market sustainability governance affect the ecotourism management in Paya Indah Wetlands (PIW). Therefore the objective of the study is to identify and analyze the themes of market sustainability governance which affect the ecotourism management in PIW. Methodology of this qualitative study is by analyzing 12 documents include acts, regulations, SOP and guidelines on ecotourism in Malaysia. Data obtained later analyzed using NVivo 11 software. Finding of this study is market sustainability governance affects ecotourism management in PIW based on efficiency through competition, incentives in the form of encouragement and applications through a bottom-up approach. As conclusion, although each themes were found in the market sustainable governance in the management of ecotourism in PIW but every identified themes that are efficiency, incentives and application is found cannot stand on its own but needs the help of other themes that develop complex interdependence.

**Key Words:** Network governance; sustainability; Paya Indah Wetlands; ecotourism; complex interdependence.

## **Introduction**

Tourism sector is growing rapidly around the world by providing a significant contribution to the country's economy. Malaysian Budget Report in 2011 shows that the tourism sector generates foreign exchange amounting to RM53 billion in 2009. Ecotourism that is sub sector of tourism is an activity that does not disrupt travel and do not pollute the natural environment

for the purpose of investigation, enjoy the beauty of the environment, plants and wildlife, as excited feelings arise against the elements in the history of the region (Ceballos-Lascurain, 1988). Mohamed (2008) claimed that the government wants to develop ecotourism through the concept of sustainable development as a big demand for ecotourism in order to generate the foreign exchange, developing the economic and social development, promote enterprise in rural areas, create jobs, promote invest ethnic community, improve the country's image internationally and foster unity.

Definition of governance by Kettl (2002) is a structure and function of public institutions and government perform its duties while the interpretation of Program Development United Nations (United Nations Development Programme, UNDP) (1997) is using the power of the administration, the economy and politics in the national administration include how, processes and institutions to enable citizens and stakeholders to use the rights of the legal aspects to solve the problem.

Sustainability brings a very broad sense. The variety of interpretations of sustainability has opened a space for debate on environmental issues and their relation to development (Adams, 2001). World Commission on Environment and Development (WCED) in its report entitled *Our Common Future* in 1987 (Garrod & Fyall, 1998; Hobson & Essex, 2001) has introduced the concept of sustainable development. The report was later known as the Brundtland Report defines sustainable development as development that meets the needs of the present generation without compromising the ability of future generations to meet their needs. According Blowers (1993), sustainable development is aimed at the conservation of resources, physical development, improvement of environmental quality, social equity and political participation. Some features available in the market is the involvement of governance, transparency and consultation (Weber, 1952; Kickert, 1997; Van Gunsteren, 1976 and Heywood, 1997). Razman (2002) claims that a law, regulation or guidelines provided in Malaysia is aimed to preserve the environment. Therefore sustainability governance is important in the ecotourism management to achieve the objectives.

To study the sustainability governance in the management of ecotourism, Paya Indah Wetlands (PIW) used as study area because PIW already gazette as Malaysian Ecotourism Centre, well known, have many basic facilities and systematically managed by the Department of Wildlife and National Parks (PERHILITAN). Pearce (1989) claimed that the involvement of government agencies in the administration allows tourism more successful. PIW is located in Mukim Dengkil, Sepang, Selangor developed in 1998 and covers about 56,150 hectares and has 14 lakes. Ecotourism activities that available in PIW are birds watching, crocodiles, rhino hippo, gibbon, porcupine, beaver, crocodile feeding, rhino hippo and fish feeding, biking, jungle trekking, night wildlife watching, camping, fishing and photography. There are three zones, namely conservation and research, educational and recreation (PERHILITAN, 2016).

Ecotourism Wildlife Division at Headquarters Wildlife, Kuala Lumpur plays the role in managing PIW. PIW management subject to the Wildlife Conservation Act 2010, Tourism Industry Act 1992, Malaysian Tourism Promotion Board Act 1992, National Ecotourism Plan 1996 and Standard Operating Procedures (SOP) and PERHILITAN Guidelines in PIW. PIW management headed by a Superintendent Officer Grade G48, assisted by two deputy superintendent of a Grade G44 in Section Ecotourism and Biodiversity Conservation, and 23 more officers of Wildlife , Public Assistance and Driver (PERHILITAN, 2016).

PIW function is to control flooding, prevent coastal erosion and help raise and stabilize the precipitated material smooth on the coast (Jamaluddin, 1995). This study was conducted to identify and analyze the themes that are present in the market sustainability governance that influence management of sustainable ecotourism in PIW. Knowing what kind of governance that is used, can managed PIW better, attract more tourists and to preserve environmental heritage for future generations

**Methods And Study Area**

The methodology is based on a qualitative analysis of documents to obtain primary data. It seeks to understand the phenomenon of a small but known or get deeper data difficult and to get a new perspective on something that has been known in general (Maxwell, 2005). Research focus is on market sustainability governance as governance is a vast field of knowledge (Adams, 2001; Williams & Millington, 2004).

The technique used are analyze 5 related document about ecotourism in Malaysia. The document was given the code to facilitate the discussion in Table 1.1 below:

**TABLE 1.1** Name and Code Documents Consulted

	<b>DOCUMENT NAME</b>	<b>CODE</b>
1.	Wildlife Conservation Act 2010 (Act 716)	Document number (1)
2.	Tourism Industry Act 1992 (Akta 482)	Document number (2)
3.	National Ecotourism Plan 1996	Document number (3)
4.	Standard Operating Procedure (SOP) and PERHILITAN Guideliness in PIW	Document number (4)
5.	Malaysian Tourism Promotion Board Act 1992 (Act 482)	Document number (5)
	<b>TOTAL</b>	<b>5</b>

The analysis was done based institutionalism theory based on the idea that scholars Idealism and Realism. According to Powell (2007), Theory of institutionalism emerged following the results of a study of sociology claiming an organization that exists is bounded by institutionalism.

Paya Indah Wetlands serve as the study area for ecotourism center has been strong and well known either inside or outside the country for more than 10 years of operation, managed systematically and has many basic facilities and eco-tourism activities that can be done there. The themes are made on Flexibility Index Cohen Kappa as suggested by Yin (1994) and believed to be due to a number of qualitative researchers in Malaysia also use the same method to analyze the interview data and documents (Mohamad, 2004; Nik Yusoff, 2005). Approval of two expert assessors in qualitative research was obtained to determine the flexibility is higher for every unit used to describe a theme (Steven, 1958). Cohen's Kappa values were 0.95, which is very good. Data were analyzed using content analysis method using NVivo software version 11 for the purpose of processing the information and interviews. This software is used to facilitate the theme established by the research questions to facilitate the analysis process is carried out to achieve the objectives of the study (Richards, 1999, 2005).

### **Data Analysis Research**

The information obtained from the documents listed above were analyzed using NVivo 11 appropriate in qualitative research. By using that software, researchers have established and test coding scheme, coding scheme. The purpose of this test is to assess his credit. According to Richards (1999, 2005) and Maxwell (2005), steps taken to carry out the analysis of the document are:

- (i) Converted the document to a transcript that can be analyzed using Vivo 11 in accordance with the objectives and research problems.
- (ii) The theme and sub-themes will be built using the data concerned
- (iii) Document read carefully so that the theme and sub-themes that build in the future is appropriate.
- (iv) The theme and sub-theme will be changed to display the model diagram analysis NVivo 11. Researchers have read paragraph by paragraph to identify themes and sub themes focused on the influence of market sustainability governance in the management of ecotourism in PIW.

## **RESULTS AND DISCUSSION**

### **Findings Document Analysis**

The results obtained from the analysis of documents found around 3 themes and 6 sub-themes have been identified. Themes identified skills, incentives and application, while the sub theme are competition, flexibility, encouragement, support, report and bottom up approach that shown in Table 1.2 below:

**TABLE 1.2** Theme and Sub Themes Market Sustainability Governance  
Based On The Analysis Of Documents

	<b>Theme</b>	<b>Sub Tema</b>
1.	Skills	Competition, flexibility
2.	Incentives	Encouragement, support
3.	Application	Report, bottom up approach

### **Skills Theme**

The theme of skills is important in consideration of the kind of sustainability governance used by various stakeholders in the management of ecotourism in PIW. Efficiency is covering competition, and variability in order to achieve the objectives set. Admissibility of flexibility are used as sub-themes to efficiency because it's something to be efficient will require changes in order to achieve flexibility.

Analysis found the document number (1), (2) and (3) there is mention of the flexibility. Document number (1) declares the following:

"The licensing officer may at any time impose any additional conditions on the license, permit, special permit or change and cancel any conditions imposed on the license, permit or special permit" [Section 15 Document number (1) ].

Flexibility in exception given to the activities described as:

"For the purpose of carrying out conservation activities, namely activities relating to the protection, management and sustainable use of wildlife, the Director General or any officer authorized by the Director General breed, keep, hunt, import, export, sell or buy any wildlife "[Section 50 Document number (1)].

"A natural person may hunt any protected wildlife specified in the Sixth Schedule as food or feed his family but cannot be sold or exchanged for food, financial gain or any other thing" [Section 51 Document number (1) ].

Review and analysis of the document number (2) mention of the flexibility of variation, namely:

"The State Authority may, after consultation with the Minister of lease or permit to be used or occupied any land within a National Park, subject to conditions and restrictions as he may deem fit to impose for the construction and maintenance of roads; construction and maintenance of airstrips; construction and maintenance of dams and ponds as well as construction and maintenance of hotels, rest houses, homes, buildings and works of public utility "[Section 9 Document number (2)].

Document number (3) mention about the flexibility changes as follows:

"The State Authority may modify or cancel any provision in the license, minor license, use permit or removal license issued under this Act or under the provisions of any law of the jungle earlier if satisfied that compliance therewith is impossible or to be implemented by the licensee, minor license, use permit or removal license may be "[Section 18 Document number (3)].

Based on an analysis of the documents, governance affects market sustainability of ecotourism management in PIW. This can be proved by the analysis of legal documents adopted by various stakeholders in the show element efficiency through the sub theme of the competition, and can flexibility in its administration.

### **Incentives Theme**

Incentives are important in identifying the type of sustainability governance used by various stakeholders in ecotourism. Incentives include a sub theme of encouragement and support. This can be illustrated that it is a form of incentive encouragement given by a party or the government. Incentives could also be a help or a possible monetary rewards, or capital equipment as well as encouragement for developing or doing things or work. Analysis of ecotourism documents as stated above find the document number (1) and (3) there is mention of the incentives as follows:

"The Director General may direct payment of such rewards as he thinks fit to any person for services rendered in connection with the detection of any offense under this Act or any subsidiary legislation or in connection with any seizure made under the Act this "[Section 131 document numbers (1)].

"The Director may order such rewards as he may deem fit to be paid to any forest officer or other person for services rendered in connection with any offense or seizure made under this act" [Section 100A Document number (3) ].

Based on the analysis of the relevant documents, can see that ecotourism management in PIW use incentive approach. This can be proved by legal documents adopted by various stakeholders as stated under sub themes above showing elements of encouragement, help and support.

### **Application Theme**

There are many provisions in primary legislation in respect of governance that affect the sustainability of the market in respect of applications for managing ecotourism in PIW. Sub themes for the application is the administration's report and bottom up. To show an activity involving the application, the application received from a subordinate authorities (bottom up approach) will be forwarded to the higher authorities for approval. The document number (1)

shows that primary legislation is declared applicable in respect of the application of governance in managing ecotourism market sustainability in PIW.

"A person may apply for a license, permit or special permit by submitting an application in such form and manner specified by the Director General" [Section 12 Document number (1)].

Section above have said regarding the application at the same time shows the administration is easy to carry (bottom up) as the license application in respect of which the applicant comes from a subordinate.

"A person can appeal by the Minister in respect of the application, the suspension or revocation of a license, permit or special permit within 30 days of being notified in writing of the refusal, suspension or cancellation may be" [Section 25 Document number (1)].

To show the report is available as follows:

"A licensed dealer shall keep and maintain a record containing details of the number and species of wildlife (dead or alive), the number of parts or derivatives of wildlife and number of articles manufactured or bought" [Section 33 Document number (1)].

In the document number (4) are reviewed and analyzed shows an application with a statement such as the following:

"An application for the grant of a license under this Part shall be made in writing to the Commissioner in such form as may be prescribed" [Section 6 Document Number (4)].

"An application for registration as tourist accommodation premises under this section shall be made to the Commissioner in the manner along with the prescribed fee" [Section 31B Document number (4)].

Based on analysis to the application management, it can be proved by legal documents that there were elements of sub theme bottom up in its administration.

### **Theme dependence Governance Sustainability Markets**

The document is found the form of dependence themes in the market sustainability governance. Every theme that are efficiency, incentives and applications dependent on each other. In the main document number (1) can be seen there is interdependence between the



theme of efficiency under variable element with incentives under the theme of encouragement element as stated in the main legislation for the purpose of managing ecotourism in PIW.

"The Minister may, by order published in the Gazette, exempt any person or class of persons or any activity or class of activities relating to wildlife from all or any provision of this Act or any subsidiary legislation" [Section 133, document number (1)].

Major document number (1) also shows the interdependence theme element efficiency under competition with the theme of the application under the elements of the report. This was disclosed in the documents as follows:

"(1) The licensing officer may at any time: (a) impose any additional conditions on the license, permit or special permit; or (b) vary or revoke any conditions imposed on the license, permit or special permit. (2) If the licensing officer intends to take action under subsection (1), he shall give the holder of the license, permit or special permit a written notice of its intention to do so and the opportunity to make written representations within the period specified in the written notice. (3) After the expiry of the period specified in the notice, and after considering any representations made by the holder of a license, permit or special permit, the licensing officer shall decide whether to impose, vary or revoke any condition under subsection (1)" [Section 15, Document number (1)].

Interdependence theme elements encouragement incentives under the theme of the application under the elements can be observed in the main document number (1), namely:

"The Director General may direct payment of such rewards as he thinks fit to any person for services rendered in connection with the detection of any offense under this Act or any subsidiary legislation or in connection with any seizure made under the Act this "[Section 131 document numbers (1)].

The document number (2) found that there was interdependence in three themes, namely efficiency (flexibility aspect alteration) with the theme of incentives (the aid) and the theme of the application (the top-down approach), namely:

"The State Authority may, after consultation with the Minister of lease or permit to be used or occupied any land within a National Park, subject to conditions and restrictions as he may deem fit to impose for the construction and maintenance of roads; construction and maintenance of airstrips; construction and maintenance of dams and ponds as well as construction and maintenance of hotels, rest houses, homes, buildings and works of public utility "[Section 9 Document number (2)].



The analysis on document found that market sustainability governance affect the management of ecotourism in PIW as described based on the theme of efficiency, incentives and such a request described above.

### **Recommendation**

It is recommended that various government agencies related ecotourism in Malaysia need to work together to make PIW successful as ecotourism center. For the theme of efficiency, more efficient government agencies should play an active role in promoting PIW to become an attractive ecotourism destination for tourists because ecotourism has stiff competition with other types of tourism. Under the theme of incentive, the government and ecotourism operators are advised to provide assistance, guidance and advice to the local community in particular to engage in ecotourism activities that can generate income. Recommendations for application theme, top responsible government agency that relate to PIW advised to take immediate action to repair the damage that occurs in PIW. Maintenance of basic facilities, infrastructure and chalets available in PIW periodically will satisfy visitors who come to PIW. As PIW covers wide area, the higher authorities also need to channel adequate financial provisions for carrying out cleaning work, maintenance of facilities and so on.

### **Conclusion**

Based on the analysis of documents that had been done, clearly shows continuity of governance affects market ecotourism management in PIW through emphasis on the efficiency of the administration, to provide incentives to local communities and businesses involved in eco-tourism and creating elements of the application. PIW management will seek approval from the top of the more powerful and shows the administration's bottom-up. The study found that there is interdependence between the themes contained in the relevant market sustainability governance. Each theme can be found not stand alone but needs the help of other themes. Interdependence of each theme, namely efficiency, incentives and the application is then dynamically create complex dependencies in the market sustainability governance that affect the management on sustainable ecotourism in PIW.

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