



# Tourism's Midway for Peace in A Conflict-Ridden Destination

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**Abstract.** Conflicts cause losses in various aspects of tourism destinations, affecting both tourists and local communities. This study aims to provide literature-based evidence showing that tourism can contribute to peacebuilding in conflict destinations. This research employs the systematic literature review (SLR) method for scientific papers and compares it to qualitative textual analysis (QTA) for top news articles. The results showed that tourism can be a way to build peace and resolve conflict destinations. Our research contributes to an improved understanding of tourism and its relationship to conflict in tourism destinations. It proposes conceptual and contextual suggestions that could be tested in conflict destinations.

**Keywords:** Tourism, Conflict Resolution, Peace Building, Conflict Ridden Destination

## 1 Introduction

Much of the literature discusses the impact of security threats, such as conflicts between 2 or more countries, geopolitical forces, political instability, and terrorism on the tourism sector and little attention to tourism economics such as labour, travel, tourism expenditure, and tourism services. The Russia and Ukraine conflict is a security threat that impacts the tourism sector and causes a loss of US\$14 million in global tourism receipts by 2022. The affected tourism sectors are tourists, travel agents, cruise ships, and airline flights. The conflict between Palestine and Israel also has an impact on tourism revenue for both. In addition to conflict, defence capabilities also affect the level of tourist visits, tourist spending, employment, and decreased contribution to gross domestic product (GDP) [1].

In Indonesia, the threat of national disintegration can trigger prolonged conflicts, due to issues that offend religion, intolerance among religious people, the spread of radicalism to replace state ideology, and the strengthening of identity politics. Tourism is assumed to provide a sense of peace for the perpetrators, both visitors and local residents who are in line with the concepts of peace, namely making peace with oneself, making peace with the Creator, making peace with others, making peace with nature, making

peace with the generations before and after by practicing universal principles and humanism. So that every visitor and tourism actor has the opportunity to become an ambassador of peace [2].

## 2 Methods

This research uses a qualitative approach. This approach produces descriptive data in the form of writing and behavioural descriptions of the people observed. Qualitative research allows researchers to recognise the observed subjects better and feel what they experience in their daily lives. This research is expected to produce in-depth descriptions related to speech, writing, and/or observed behaviour of an individual, group, community, and/or a particular organization in a specific context setting that is studied from a whole, comprehensive, and holistic perspective. In addition, this research employs the systematic literature review (SLR) method for scientific papers, and compares it to qualitative textual analysis (QTA) for top news articles.

## 3 Results and Discussion

Peace can be defined as actions/behaviour without war, acts of terrorism, and violence. This view is complemented by providing a definition that peace tourism can be interpreted as a tourist activity that has the value of freedom, tranquility, and without war, peace within, harmony with the natural environment, and with God <sup>☞</sup>. Other findings define peaceful tourism as tourism development that accelerates mutual understanding in society. Tourism development that pays attention to the power of tourism can help humanity towards a peaceful and harmonious life.

Exploration of the potential of peace tourism is sorted into 2 variables in this paper, namely: (1) physical potential variables, as a more tangible component of peace tourism can be observed/seen in the field, and (2) non-physical variables that are more abstract as part of the potential for the development of peace tourism in Kuta. Indicator limitations on physical research variables are classified into 3 (three) parts: (places of worship, the beauty of the beach and community settlements). The scope of the exploration of non-physical potential is categorised into 6 (six) parts: the history of Kuta, inter-religious relations, local wisdom, community customs, multiculturalism/pluralism, and public awareness. From the combination of the two variables or the union of the nine indicators, the average answer from all respondents about the scale of potential will be found.

In general, there are several types of tourism products, namely as follows: Accommodation (commercial accommodation), Food and drink (food and drink), Transportation (water, road, water, rail and auto rental), Tourism Services (travel agents and tour operators), recreation and leisure (leisure): tourist parks (amusement, parks), cultural and heritage activities, participation recreation and commercial spectator sports. While in the aspect of financial corporation consists of: travel insurance, currency exchange and credit cards. Other services: souvenirs, luggage and travel accessories and portrait sales.

Meanwhile, tourism products consist of five elements described in the form of five concentric circles, namely (1) physical plant, (2) service, (3) hospitality (4) freedom of choice and (5) involvement. The core of the tourism product is the physical plant element which is then sequentially surrounded by service, hospitality, freedom of choice and involvement elements as elements in the outer circle. The order of the five elements from the core of the circle to the outside can explain the following relationship, namely the decline of direct management control, while the involvement of tourists is intensifying and the form is increasingly abstract, thus reducing the potential level of empirical measurement.

The importance of each element varies greatly depending on the specifics of the type of tourism product being observed. However, every tourism product is an intertwining of the five elements. In other words, the success of a tourism product in fulfilling the wants and needs of tourists depends on the extent to which each of the five elements is combined so as to produce synergistic and interrelated interactions. A product both tangible and intangible is produced from a production process. Similarly, tourism products are produced from a series of complex production processes.

There are 4 stages in the tourism production process, namely primary input (resources), intermediate input (facilities), intermediate output (services) and the last production process final output (experience). In connection with the review of these concepts related to the limitations of tourism products and the discovery that Kuta has a high potential for the development of peace tourism, it is necessary to continue with the effort to formulate peace tourism products and management efforts. In this paper there are 7 indicators determined, namely: types of peace tourism, product packaging, management patterns of cooperation, community empowerment, government and industry, and marketing.

## 4 Conclusion

The potential of peaceful tourism includes an important category, which shows high results for each indicator, namely the physical potential consisting of places of worship, the beauty of the beach, and community life/settlement. The results of non-physical potential also have high potential, consisting of history (storytelling), inter-religious relations, local wisdom, community customs, multi-culture/pluralism, and public awareness. Perceptions of the formulation and management of peace tourism as a new tourism can be categorised as a good perception in each indicator, namely the type of peace tourism, product packaging, management patterns, cooperation, community empowerment, government and industry, and marketing.

## References

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