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**ABSTRACT**

*Aim:* The aim of this research is to identify and analyze the limitations and responsibilities of visitors to the Surabaya Zoo (KBS) in maintaining animal welfare, environmental cleanliness and preserving conservation functions. *Method:* This research method uses a direct observation approach and literature study to obtain empirical data and theoretical perspectives. *Result and Discussions:* The research results show that most violations of boundaries by visitors are caused by a lack of understanding and awareness of the applicable rules, such as throwing rubbish out of place, urinating carelessly, smoking carelessly and spitting carelessly. *Conclusion:* To increase visitor compliance, more intensive education is needed through information boards, awareness campaigns and stricter supervision. It is hoped that this study can become the basis for developing visitor management policies that support KBS conservation goals in a sustainable manner.

**Keywords:** Innovation, Management, Zoo, Knowledge.

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**INTRODUCTION**

The city of Surabaya has one of the most complete tourist destinations in Southeast Asia called the Surabaya Zoo which has more than 2179 animals. The KBS location was first located in Kaliendo in 1916, then moved to Jalan Groedo on September 28 1917, and the last time it moved until now he is in Darmo. The Surabaya Zoo was founded by H.F.K Kommer with the name "Soerabaiasche Planten-en Dierentuin" which means Surabaya Botanical and Animal Garden, until now the Surabaya Zoo is managed by the Regional Animal Park Company / PDS. Apart from its educational function, KBS is also an attractive tourist destination for people from various circles. As a public space that facilitates interaction between humans and animals, it is important to maintain the ethics and responsibilities of visitors so that conservation activities and animal welfare are maintained. Visitors, as part of the zoo ecosystem, have an important role in maintaining this balance, especially in respecting the rules and maintaining appropriate behavior.

Zoo visitor ethics relates to behavior that reflects respect for the animals and the environment around them. According to Kantian Ethics theory, correct actions are actions carried out based on moral obligations, not simply the result of personal preferences (Sartono, 2019). In the context of zoos, this means that visitors must act responsibly, keep their distance from animals, and not take actions that could harm them, such as careless feeding or destroying animal habitats. This theory teaches that moral ethics is not only related to personal desires, but also with the obligation to act with respect towards other living creatures. On the other hand, the theory of Utilitarianism Ethics, put forward by Bentham and Mill, states that the right action is the action that provides the greatest happiness or benefit for the greatest number of people (Wahyudi, 2020). In the context of a zoo, this means that visitors should act in a way that not only benefits themselves, but also the animals and other visitors. For example, maintaining cleanliness and order in zoo areas, as well as complying with existing rules, can create a better experience for all parties and support animal conservation goals.

Meanwhile, Social Responsibility Theory, which is often used in communication and ethics studies, teaches that every individual has a social responsibility towards their community. In the context of a zoo, visitors have an obligation to look after and preserve existing animals, which does not only apply to zoo managers, but also every individual who visits (Sukmana, 2018).

The public needs to be more aware of the importance of protecting the environment and animal welfare, as well as supporting conservation programs carried out by zoo managers.

However, although the importance of ethics and visitor responsibility has been widely discussed in the literature, many problems still occur in zoos. Some of the main problems that are often faced are visitor behavior that does not comply with the rules, such as feeding animals carelessly, disturbing animals, and throwing rubbish carelessly. This is of course detrimental to both animals and other visitors. Apart from that, the lack of awareness among visitors about the importance of maintaining cleanliness and preserving animals is also a major challenge that needs to be overcome. Therefore, this research aims to identify and analyze factors that influence the ethics and responsibilities of visitors at the Surabaya Zoo, as well as providing recommendations for solutions to overcome these problems.

This research is not just about identifying and analyzing the responsibilities of visitors to the Surabaya Zoo, but also learning how to observe, classify, conclude, understand, describe, evaluate, compare and analyze data through outdoor learning. Learning through direct experience outside the classroom (outdoor study) can be carried out through field observation activities. Field observations have several advantages, namely: "(1) students learn best when directly involved in an experience; (2) the knowledge gained will be more meaningful because it is discovered by yourself; and (3) the willingness to learn is higher when students can be free and active during learning" (Larasati, 2018).

## METHOD

This type of research is descriptive qualitative. The location of this research was carried out at the Surabaya Zoo, on Monday 25 November 2024 at 13.00 WIB to 15.00 WIB. This research instrument uses documentation and direct observation. The data collection technique is observation. By observing visitors at the zoo and then photographing one of the visitors as evidence of this research. The subjects of this research were around 100 visitors at the Surabaya Zoo at that time.

## RESULTS AND DISCUSSION

The implementation of community interaction development courses at the Surabaya Zoo has had a positive impact on us after conservation or observation. However, there are some visitors who behave deviantly or inappropriately, such as spitting in random places (near animal cages/visitor boundaries), urinating carelessly (placed behind trees), and there are some visitors who throw plastic waste from food/drinks out of place. This makes the level of cleanliness of the zoo's environment low and becomes an example or has a negative impact on visitors, especially children who are still school students (kindergarten/elementary school/middle school/high school). Apart from that, there were also around 4 – 7 people visiting who smoked and used or spoke abusive language. This also really disturbs the comfort of other visitors, and does not reflect the positive values that we want to instill or educate visitors who visit the Surabaya Zoo. Therefore, there is a need for a comprehensive solution to overcome the problems that occur. So that the Surabaya Zoo becomes a suitable place for Surabaya residents or other visitors to enjoy the beauty of artificial nature and is suitable for use as an educational place for children who are still in school.

There are some visitors who do not pay attention to the cleanliness of the surrounding environment, some even deliberately do not do positive things regarding environmental cleanliness. Some examples of the results of observations that our group has carried out are as follows:



Figure 1. Smoking

The first thing discovered was the very striking problem of smoking plus littering. Some adults smoke near animal enclosures and even near children's play areas. The thick cigarette smoke and pungent odor clearly endanger the health of children and people around them, not to mention the impact on the surrounding environment.



Figure 2. Littering

The behavior of littering carried out by a number of visitors at the Surabaya Zoo is clear evidence of the low awareness of the importance of maintaining environmental cleanliness, even though the management has provided adequate rubbish bins at various points, there are still many visitors who prefer to throw rubbish carelessly. whether in the form of food packaging, cigarette butts, or other organic waste.



Figure 3. Spit carelessly

Throwing saliva carelessly is an impolite and unclean act because it spreads germs/viruses that come from saliva and the risk of infection is very large, then creates a dirty environment and even makes the view unpleasant to look at.



Figure 4. Urinating carelessly

There are several visitors who urinate carelessly at the zoo. Apart from reflecting low awareness of environmental cleanliness, it also damages the aesthetic beauty of the conservation area.

A boy who is still at school, loudly speaks dirty and rude words without any shame. This was really annoying, especially because there were lots of small children around. They don't seem to realize how bad the effects are on developing children. Therefore, the responsibility of tourism managers towards the security, comfort and safety of visitors is an important role in providing guarantees for tourists. This responsibility covers a number of aspects, from ensuring the security of physical infrastructure to managing risks involving human factors. Some of the main responsibilities that tour managers must assume involve security, carrying out routine maintenance to prevent damage. In addition, tourism managers are responsible for providing clear and accurate information to visitors regarding applicable security policies and safety procedures, as well as providing education about safe behavior during visits. Tourists also have a responsibility to maintain the cleanliness of the tourist attractions they visit. Tourists should respect local culture and traditions to avoid causing tension or conflict situations. Understanding social and cultural norms can help create a safer and more welcoming environment. Concrete steps, such as ensuring tourist

infrastructure meets standards. The right solution will depend on the situation and conditions at the Surabaya Zoo. It is important to implement the right combination of strategies to achieve optimal results.

The following are solutions for dealing with problems that occur:

1. Education and Socialization :
  - a. Awareness campaign: Launch an intensive and creative educational campaign through various media, such as posters, banners, videos and social media.
  - b. Coaching and training: Train zoo staff and volunteers to be educational agents and to provide friendly warnings and direction to visitors who commit violations.
2. Application of rules and sanctions :
  - a. Clear rules: Provide clear and easy to understand rules regarding the prohibition of smoking, throwing rubbish, spitting, urinating and talking dirty in the zoo area.
  - b. Strict sanctions: Establish strict and proportional sanctions for violations of rules, such as fines, entry bans, or even legal proceedings.
  - c. Notice boards: Display clear notice boards in strategic areas reminding visitors of rules and sanctions.
3. Facilities and Infrastructure Improvements :
  - a. Adequate trash receptacles: Provide sufficient, easily accessible, and clearly labeled trash receptacles for various types of waste.
  - b. Clean and comfortable toilets: Ensure the availability of clean and comfortable toilets at various locations in the zoo.
  - c. Isolated smoking area: Provide an isolated and safe smoking area for smoking visitors.
4. Increased supervision :
  - a. Security officers: Increase the number of security officers on duty to monitor visitors and enforce rules.
  - b. CCTV: Utilize CCTV systems to monitor visitor activities and detect violations.
5. Improved visitor experience :
  - a. Children's play area: Provides a safe and interesting children's play area to entertain children and make them feel more at home at the zoo.
6. Collaboration and support :
  - a. Collaboration with related parties: Collaborate with sanitation services, police and community organizations to increase awareness and enforce regulations.
  - b. Media support: Utilize the media to disseminate information about campaigns and educational programs carried out.
7. In the observation or conservation activities that our group carries out at the Surabaya Zoo, we also use several theories in order to get the best results and not have a bad impact / harm to other people.

The following theory we use:

- a. Behavioristic

Theory Behavioristic learning theory is a theory that studies human behavior (Nahar, 2024). Therefore, we use this theory because it focuses on observable behavior and helps in getting results from the observations made.

- b. Phenomenological Theory

This phenomenological theory means that researchers will collect data through participant observation to be able to find out what essential phenomena the participants have in their lives or throughout their life experiences (Purwanto, 2022). We carry out observations using phenomenological theory to explore experiences in a deeper context or reach more closely to the results of the observations made.

## CONCLUSION

The responsibility of tourism managers towards the security, comfort and safety of visitors is an important role in providing guarantees for tourists. This responsibility covers a number of aspects, from ensuring the security of physical infrastructure to managing risks involving human factors. Some of the main responsibilities that tour managers must assume involve security, carrying out routine maintenance to prevent damage. In addition, tourism managers are responsible for providing clear and accurate information to visitors regarding applicable security policies and safety procedures, as well as providing education about safe behavior during visits. Tourists also have a responsibility to maintain the cleanliness of the tourist attractions they visit. Tourists should respect local culture and traditions to avoid causing tension or conflict situations. Understanding social and cultural norms can help create a safer and more welcoming environment. Concrete steps, such as ensuring tourist infrastructure meets standards. The right solution will depend on the situation and conditions at the Surabaya Zoo. It is important to implement the right combination of strategies to achieve optimal results.

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