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Wild Animals as Assets in Conservation Institutions: A Phenomenological Study at Secret Zoo

Winda Ayu Anggraini[1], Eka Ananta Sidharta[2], Puji Handayati[3]
State University of Malang[1,2,3]
Jalan Semarang No.5, 65145, Malang, Indonesia
Correspondence Email: windaayu.1995@gmail.com

ABSTRACT

The objective of this study was to determine the meaning of wild animals as assets in conservation organizations. This research was qualitative research using a phenomenological approach. The interviewees of this study were from the legality department, animal reporting, and field supervisors at Secret Zoo. The results showed that wild animals were endangered animals that could not be traded freely, so that valuation, disclosure, and reporting activities could not be achieved through the applicable biological asset standards. In addition, wild animals have no selling value as a measure of their assets, thus the Secret Zoo used both exchange value and conservation value to support the management of assets. Therefore, wild animal assets could not be commercially recognized and business activities in conservation institutions required other components excluded from animals.

Keywords: Animals, Asset, Conservation Institution, Phenomenological

INTRODUCTION

Indonesia, a country with a extraordinary biodiversity of flora and fauna, has strong potential in developing the tourism business sector. Conservation institutions are business entities that present the beauty and diversity of flora and fauna, the main function of which is to regulate the reproduction of animals and plants for the purposes of rescue efforts. Their secondary functions are as places for education, genetic reserves, recreation, and facilities for research and scientific development. Their major asset is the protected animals. Fixed assets generally shrink; however, the value of biological assets will always develop (Firmansyah & Listyawati, 2018). PSAK 69 was stipulated formally in early 2018 regulating the management of biological assets in Indonesia. The standard of biological assets is relatively new and encounters several constraints in valuation in several areas. For example, in Latvia, the government does not form normative rules, making it difficult for the entities to use the fair value determination based on IAS 41 (Arbidane, & Mietule, 2018). Moreover, in the Czech Republic, the valuation of biological assets according to standards is not the main choice for agricultural entities so that each entity will have a different way of valuing assets (Starova, & Jana, 2014). At the beginning of the implementation of IAS 41 in Australia in 2008, there were some groups of companies that chose to use standards and some that did not, due to some complications in finding an active market to disclose fair value (Wilmshurst, & Williams, 2008). Eventually, this leads to inconsistencies in the management of biological assets.

PSAK 69 explains that biological assets are measured at the initial recognition and at the end of each reporting period at fair value minus costs to sell. Measurement of the fair

value of biological assets or agricultural products can be supported by classifying biological assets or agricultural products based on significant attributes. Pratiwi (2017) illustrated that the measurement of rubber plants is determined historically and uses the fair value. On historical measure, assets are recorded as the number of cash disbursements paid or as the fair value of the consideration paid to acquire the asset when acquired. This is also supported by Maruli and Mita (2010) who explained that the measurement of value is strongly influenced by the grouping of assets based on the transformation period. This is different from measuring and valuing wild animal assets that are located in zoos or conservation institutions. Wild animals cannot be counted using the method exemplified by PSAK 69 for they cannot be valued at fair value and are protected and cannot be traded freely. The procedure to obtain wild animals has also been regulated in the law so that the need for an active market for biological assets does not apply. Burritts and Cummings (2002) explained that the absence of valuation regulations for endangered wild animal assets in Australia has made the conservation organization of Earth Sanctuaries difficult to value due to the absence of a market. Additionally, this valuation run into another inconvenience since the Australian government prohibited the sale, purchase and exchange of wild animal assets. The Earth Sanctuaries finally conducted a wild animal asset valuation using historical costs, by calculating the transportation costs and other expenses to move the animals to the conservation sites.

Disclosure of assets in the financial statements is related to how these assets are valued and their utilization is calculated. However, the animals have no fair value in the market able to use as a reference. Several experts argued to record wild animal assets while others argued not to record due to ethical concerns (Jones, 2003). However, it is important for conservation institutions to record and report assets to support good asset management. The value of fauna per animal in conservation institutions ultimately depends on whether they are threatened, rare, or endangered.

This study chose the research location at the Secret Zoo, located in East Java, Indonesia. It is a modern conservation with the distribution of African to Asian animals on an area of 14 ha. The zoo was founded in 2008 and it was officially opened for public in December 2010. It is a member of the tourism and service business sector group that has received the Traveloka Xperience Platinum Award internationally in 2019. Besides, the animal museum in Secret Zoo has received a national award for the best education utilization category from the Indonesian Minister of Education. This conservation institution participates in the *"Action Indonesia Day-GSMP Animal"* movement which is concurrently held in America, Asia, and Europe to save endemic Indonesian animals, including *babirusa* (deer-pigs), anoa, Javan banteng, and Sumatran tiger. Interviews conducted with informants at the animal department revealed that all animals in the Secret Zoo are organizational assets reported as the presence of other assets. The process of recognizing and measuring animal assets depends on the type and method of obtaining the animal. Secret Zoo develops three ways to obtain animals, including grants, animals exchange, and breeding loans. The measurement process is carried out by recording each gain that is formulated into the loads during the animal transfer activity. The recording of this gain arises since animal assets have no specified prices and are protected, so that all forms of buying and selling are restricted by the government, both domestically and overseas, especially for endemic Indonesian animals. The informants said that endemic animals are difficult to collect and the only way to obtain is a loan. Likewise, the exchange must consider the needs of each zoo, and the grants await

surplus animals elsewhere. Each nominal value of the animal is very risky for it is not openly provided in every transaction.

Furthermore, this asset valuation is influenced by the character of the animals in the group. Animal groups at the Secret Zoo are disclosed based on the status by CITES (Convention of International Trade in Endangered Species of Wild Fauna and Flora). Every animal that enters the conservation will bring along its CITES document or SATLN (*Surat Angkut Tumbuhan Satwa Liar Luar Negeri* or Foreign Wild Plant and Animal Transportation Certificate) document and/or SATDN (*Surat Angkut Tumbuhan Satwa Liar Dalam Negeri* or Domestic Wild Plant and Animal Transportation Certificate) document. Disclosure of animal groups in these documents is stated in the appendix group or the availability of animals in the wild. This disclosure is to ascertain the value of animal assets in terms of exchange, loan, and grants despite their nominal value unavailability. Animal assets in zoos are reported in the form of an animal inventory report. Unlike the illustrative example in PSAK 69, the animal inventory records the reports of addition and reduction of assets in the form of births, animals in or out, exchanging, and death. In this inventory report, animal disclosure is further divided into species and legality categories. Besides, other reports regarding animal activities and operations are recorded into operational activities reported by staff in the field. Meanwhile, the income account is recorded in the amount of service income earned from visits and other income related to animal services. This is different from the illustration of PSAK 69 which explains incomes derived from agricultural production. The objective of this study is to deeply interpret wild animals as an asset in terms of recognition, valuation, disclosure to reporting, because there are no specific rules governing the calculation of wild animal assets until the present. Based on the phenomena in the research context above, the focus of this study can be elaborated as follows:

1. How is the recognition and valuation of animal assets in conservation institutions?
2. How is the disclosure of animal assets in conservation institutions?
3. How is the reporting of animal assets in conservation institutions?

RESEARCH METHOD

This study used a phenomenological research. Creswell (2013, p. 76) defined phenomenology as a general meaning for some individuals of their life experiences. Transcendental phenomenology will reveal the basic meaning without any prejudice in favor of theories, philosophies, interpretations, or habits. Researchers do not only describe phenomena but also explain meanings by describing the meaning of phenomena that arise to achieve a deep understanding (Yanuarisa, Rosidi, Irianto, 2014). The data were collected by observations, interviews, and document analysis. There were 6 informants in this study selected by deliberate purposive sampling. They were from the legality, reporting, and field managers. All of them were members of the animal department. Supported by the results of observation and documentation, the researchers will decipher the informants' experiences the results of which will explain the occurring phenomena, and produce deep meanings derived from the research results and conclusions. This study examined the data accuracy by triangulation techniques with four verification criteria, consisting of credibility, transferability, dependability, and confirmability (Moleong, 2000, p. 178).

RESULTS AND DISCUSSION

Animal Asset Valuation

Asset valuation depends on how the asset is obtained. Secret Zoo develops three ways to obtain the assets, including grants, animals exchange, and breeding loans. A grant is a gift of animals from a zoo to another which is regulated based on the MOU of both parties. Grants are generally applied to surplus animals, which are overpopulated animals in a conservation institution. On average, the grant collaboration of Secret Zoo is carried out with overseas zoos from Europe to Asia regions, including the Czech Republic, Cyprus, Spain, Poland, and Singapore. There is an animal category that is exempted from the grant, which is the animal category of appendix I registered in CITES. In Indonesia, the animals included in the category of appendix I are endemic species protected by the government and their numbers are limited. The legality of these animals is limited and needs to be submitted to the president if a conservation institution wants to collect them. Besides, the exchange of animals is carried out of mutual need between two or more conservation institutions. If conservation institution A needs animals in conservation institution B, while conservation institution B needs those in conservation institution A, the exchange process can be carried out. The informant explained that the exchange is better done to equal species of animals, but with various considerations of need, the exchange of species does not have to be equal, except for certain vulnerable and protected animals. These animals are endemic or other species in the category of appendix I. The exchange of animals at the Secret Zoo is mostly carried out to domestic conservation institutions, due to reasons of limited animal generation. Furthermore, the breeding loan is a method of borrowing animals from official government agencies, such as the BKSDA (Natural Resources Conservation Center) and other conservation institutions. The BKSDA is directly assigned to supervising conservation areas under the Ministry of Environment and Forestry of the Republic of Indonesia. Breeding loans are carried out for vulnerable, protected, and almost extinct animals. The breeding loan method is specifically for Indonesian native or endemic animals, such as the Komodo dragon, bull, one-horned rhino, Sumatran tiger, bird-of-paradise, and other rare species. The legality of the animal breeding loan is the right of the government until the period for the conservation institution to submit the animal for collection.

Secret Zoo measures and recognizes animals at their acquisition cost. It comprises the calculation of transport, feed, rent, taxes, and other costs during the animal transfer process. The overall transfer fee is borne by the recipient of the animal. These costs are then collected and recorded in the entity’s cash flow statement. The amount of value of the animal obtained at the time of initial recognition and the end of the period has the same nominal value because there is no price fluctuation at fair value. The fair value of wild animals cannot be determined clearly and reliably because the amount of the acquisition is even for each type of animal obtained. Secret Zoo revealed that wild animals are valued based on criteria since the acquisition cost does not imply the true value of each species. The higher the criteria, the higher of asset value for the conservation institution. These criteria can be identified through the appendix group by CITES. Each level represents the number of these animals available in nature. Appendix I is a category of animals with critical existence and numbers, the protection of which is emphasized more than those of appendix II and III. The association of domestic and foreign zoo in which Secret Zoo is participating has indirectly become an active market for wild animals. Through this association, information on the availability of animals is accessible and each conservation institution is able to communicate to meet their needs.

Secret Zoo actively participates in meetings held by the Indonesian Zoo Association (PKBSI) and proclaims to become an official member of the Southeast Asian Zoos and Aquariums Association (SEAZA).

Besides living animals, Secret Zoo also includes preserved dead animal assets as offsets in the museum. They are obtained through overseas purchases and grants. The limited supply of domestic offset animals has made Secret Zoo hand most of the offsets in imports and small portions of them are managed by the zoo taxidermy team. The offsetting is made through a long process. Not all dead animals meet the criteria for offsetting. They must be examined and undergo a series of health checks until they are considered suitable for offsetting. Those which died in a clean condition, not containing harmful viruses, are most prioritized for offsetting. Animals that do not meet the criteria are released from the asset position and then buried or cremated. The recognition for each animal offset is valued at the offset manufacturing service fee paid by the organization. Other costs that may follow are the cost of transporting the offsets from abroad to within the country. The valuation for each species of animal remains to depend on the scarcity criterion because the identities of animals listed in CITES will be carried away until death. This results in a statement of whether the animal is alive or dead in every imported CITES document.

The wild animal also experiences the last asset life cycle called asset disposal. Disposal of assets in this context means that these assets are fully released from the organization. The wild animal asset will be released if the animal is granted and exchanged for other conservation that needs it. Wild animal assets are not included in the category of asset disposal if a conservation institution carries out a breeding loan of the animal to another place because the legality of the animal still belongs to the relevant conservation institution. The wild animal asset disposal does not bring material or money benefits but in the form of new animals, which are animals that are needed and in terms of a reduction in the maintenance expenses. Due to the huge cost for animal feed, if the conservation institution finds a surplus of animals and then the animals are granted, the asset disposal may reduce the maintenance and feed cost. The same goes for the animal exchange. The benefits obtained are as much as the new animals required by the institution. Losses incurred by conservation institutions resulting from the disposal of these assets occur due to the animal's death. However, this loss only occurs if the animal is not offset and must be eliminated.

Animal Asset Disclosure

PSAK 69 explains that biological transformation results in some types of physical changes-growth, degeneration, production, and procreation, in which each change can be observed and measured. Each of these physical changes has a direct relationship with future economic benefits. Wild animal as a biological asset in a conservation institution is not disclosed in the transformation group. Wild animals are grouped according to their types and rarities, so that conservation institutions treat these animal assets as needed. The transformation of wild animal assets does not produce different values as disclosed in PSAK 69. The transformation of wild animals is used as a determinant in animals exchanges, grants, and breeding loans. Secret Zoo makes a number of categories of wild animal assets, which are based on species, CITES, and heredity. Animals grouped by their type consist of endemic animals and exotic animals. Secret Zoo names exotic animals as animals that come from abroad, while endemic animals are native animals of Indonesia. Furthermore, exotic animals are divided into exotic mammals, exotic primates, exotic aves, etc. The same goes with endemic animals

which are divided into endemic mammals, endemic primates, endemic aves, etc. The ease of obtaining exotic animals than endemic animals is the reason that exotic collections are bigger in the population at Secret Zoo. The classification of exotic and endemic animals is applied to the animal inventory reporting system, while at the exhibit location, both endemic and exotic animals are grouped with the same type and habitat.

CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) is an international agreement between governments of countries in the world. The aim is to ensure that international trade in wild animal and plant specimens does not threaten their survival. Indonesia has been registered as a member of CITES since the reign of President Soeharto up to the present moment. There are 5,800 species of animals protected by CITES from exploitation and listed in three appendices. Appendix I includes endangered species. Trade in this species is only permitted under exceptional circumstances and not for commercial purposes. Appendix II is a species that is not always threatened with extinction; however, the distribution must be controlled to avoid uses that do not support their survival. Appendix III contains species protected by at least one country that has requested CITES assistance to control the trade. An export permit for the appendix I animal can be issued if the specimen is not to be used for commercial purposes and will not damage the survival of the species. Additionally, an import permit for this appendix I animal must be required and included in the receipts document. The exporter country will usually impose special conditions for the animal if it is sent to the importer country. Furthermore, export permits for appendix II animals can be issued if the specimens are collected legally and if the export will not damage the survival of the species. Unlike the appendix I animal, this appendix II animal does not require an import permit unless required by national law. For animals in appendix III category, export permits are issued if the animal is legally collected without damaging or ill-treating the specimen. Secret Zoo uses this CITES grouping to support the process of collected animals and imports from abroad. However, not all animals imported are included in the appendix category. Therefore, Secret Zoo explained that these documents of import will be divided into two types, including transport documents with a CITES stamp and documents without a CITES stamp.

> *"These CITES animals are protected in appendix I, II, III, but non-appendix animals are documented in the COO (Certified of Origin). Here, one example of appendix III animals is binturong. Binturong is spread in the Asian region, including Malaysia and India as well. Endemic animals here, such as elephants, orangutans, siamangs, and Asian tapirs are included in the appendix. However, native Indonesian animals obtain additional protected status and are not protected by the government."*

The CITES appendix group also functions to regulate the animal exchange process. The exchange of appendix animals must be equivalent. Those in appendix I will be exchanged with those in appendix I, and so on. Animals in Secret Zoo that have been divided by type from the area table will be grouped into the appendix. Then, the animals are further divided into organizational assets and entrusted assets to differentiate their legality. Animal groups based on CITES are the core groups required by conservation institutions.

Secret Zoo marks each of their animals with the code F1, F2, F3, and so on. This functions to classify animals and sort them by the first, second, third generation, and so forth. Animals that can be collected or released as grants, exchanges, and breeding

loans are animals with a minimum class of F1. Those with F0 category cannot be granted, exchanged, or loaned to other conservation areas. These F0 animals must be mated and reproduced before being liquid for use in transactions. Secret Zoo stated that, on average, the availability of animals in exhibits is still at the F1 level. This is because not all animals have a breeding program and some types of wild animals are difficult to breed. Although they cannot be quantified, wild animal assets have future economic benefits. If the number of the wild animal is decreased, it can be ascertained that conservation institutions such as zoos will take over sustainable functions, education, services, and tourism to the community in the future.

Animal Asset Reporting

PSAK 69 does not provide specific rules regarding the reporting of an entity's biological assets. However, PSAK 69 provides an illustrative of the procedure for recording biological assets in a company's financial statements. The recording procedures for these biological assets are in line with the results of the valuation and disclosure methods. Thus, the use of different valuations will result in different recording procedures. Secret Zoo does not use the true value of these animals due to trade restrictions and there is no active market providing prices for the wild animal. Secret Zoo records the acquisition costs of animals which include transportation costs, feed replacement costs, pen construction costs, tax charges, fuel costs, and other costs needed by the animals during the transfer. These costs are included in the income statement and cash flow in the company's operating activities. The animals are divided based on legality, including the Secret Zoo's collections and state-owned animals. Secret Zoo includes all animal categories and divides them into types, such as mammals, aves, reptiles, birds, fish, and amphibians.

The wild animal is recorded on the asset inventory report at Secret Zoo. This report is intended as internal asset information that is accountable to the organization and the BKSDA. BKSDA as the supervisor of the zoo conservation area also controls the entering and leaving process of these animals in the zoo area. The wild animal inventory report is recorded separately from the company's main report. There is no nominal purchase column in the inventory because wild animals are obtained through grants, exchange, and breeding loans. The inventory report only records the number of animals entering and leaving, including births and deaths. Gains and losses on animal assets are recognized based on the birth and death of the animal. When removing animals from inventory for transfer to other conservation areas, the organization will record the refunds cost for building pens and replacing feed. Likewise, when new animals are brought in, the organization also incurs costs in the form of changing pen, replacing feed, and transportation. Thereby, the reduction or addition of wild animal assets will not change the costs incurred to adjust. Animal inventory are quarterly reported or once every three months. Secret Zoo will update the number of animals reduced or added. Besides the animal inventory, the report also records the number of objects in the museum. The inventory reports of the number of offsets and living animal at the zoo are separated in different columns, but in the same book. Secret Zoo also maintains a record of animal assets in a studbook. Studbooks have the same function as an organizational asset inventory report, which records all animal asset inventories. However, studbooks place animal species in the inventory column based on their asset criteria level. These criteria are based on a valuation of the status of the CITES appendix. Appendix I animal occupies the highest position, followed by appendix II, appendix III, and non-appendix. Adiitionally they contain information on animal identity including place of birth, species characteristics, sex, and circumference of offspring.

As a conservation institution, Secret Zoo receives several facilities to import animals, including tax exemption. This exemption can be proposed by the conservation institution to the Directorate General of Customs and Excise for wild animals and conservation equipment needs. Secret Zoo proposes a tax exemption for the imported animals, feed, and other facilities, such as materials for making pens to built exhibits.

> *"So, from the Ministry of Finance or the Directorate General of Customs and Excise, for zoos, museums, research organizations, weapons for the Police and the TNI (Indonesian National Army), there are facilities for exemption from import duty, income tax, and VAT. Here, the context is for animals. Moreover, we also propose an exemption for imported feed and exhibit construction equipment."*

> *"Wildlife does not have a purchase invoice, so the nominal in this invoice is used as a custom. So, in custom, what we need is an invoice, packing list, airline bill, etc. to find out the amount of tax."*

The customs value of the animals refers to the amount of the value per animal that has been provided by the exporting country. This value will later generate taxes that must be paid by importers. To find out the amount of the customs, Secret Zoo attaches a proforma invoice sheet from the exporter for the animals. Proforma invoices are only made as custom and animals are not allowed to be valued (sold) by that value. The wild animal is an organizational asset, but also endangered animals that need further conservation and breeding, so that the distribution of exports and imports is always fully monitored and facilitated.

Analysis of the Meaning of Animals Assets

This discussion begins with analyzing the meaning of wild animals as assets in conservation institutions. This analytical study is the final stage to find a deep interpretation of meaning in the conservation environment. The meaning includes:

"Non-Commercial Wild Animal Assets"

In conservation institutions, wild animals are endangered animals, protected, and may not be traded. Secret Zoo does not commercialize its animal assets; however, it uses the recreational function as service income. There are several different concepts regarding the valuation of these living assets between agricultural entities and conservation entities. There are two special values that Secret Zoo uses as a measure of the management of the quality of its animal assets. These two values are conservation value and exchange value.

a. Conservation Value

Conservation value is the level of trust in the quality and credibility inherent in conservation institutions. To obtain good conservation value, several aspects need to be carried out by Secret Zoo, including:

1. The successful breeding of protected animals as an effort to preserve and protect the purity of species,
2. Completeness of animal care services and facilities,
3. Involvement with associations between conservation institutions to support the preservation and enhancement of diverse collections.

The conservation value setting the zoo value is related to the image of a conservation institution, in which this will affect parties outside the conservation institution. This image is able to determine the level of trust of a conservation institution or a third party to hand, exchange, and entrust the animal to another conservation institution's area. With a variety of appendix collections that are owned, it means that the organization is qualified to care for animals with considerable value. Thus, if the cooperation is carried out in the future, the level of trust of the sender to the recipient is high, and vice versa. This can be proven by the description of the condition of the zoo, facilities for animals, and the diversity of collections in the studbook presented through the survey results. This diversity not only attracts many third parties to collaborate, but also complements the zoo concept that Secret Zoo promotes. The diversity of tourist visit objects is one of the opportunities for increasing visitor volume (Sayangbatti, & Baiquni, 2013).

Evaluation of survey results between conservation institutions is an important stage in valuing the quality of the zoo, both from the sender of the animal and the recipient. Animal senders will ensure the ability of the recipient to provide animal welfare facilities, the availability of suitable artificial habitats, the ability to provide nutritious food, and ensure that the animals receive good health care. Likewise, animal recipients will check the status of the disease, vaccines, food, and nutritional composition as well as the animal's vulnerability to stress. In this case, Secret Zoo will collaborate with reputable conservation institutions.

Barbara (2015) explained that good care for animals will affect the condition and quality of the zoo opinion by the visitors. A percentage of 10.8% of animal welfare indicators are used as a valuation of the decision to visit zoos in Australia (Barbara, 2015). Visitors give more support to conservation institutions that keep animals healthy and happy (Barbara, 2015). The same statement was also expressed by most zoo visitors in Turkey who have highlighted animal protection activities in their conservation institutions (Yilmaz, & Alpak, 2019). Zoo visitors in Turkey actively support the form of animal exhibits that resemble natural habitats in nature so that the animals feel free and education is conveyed to tourists (Yilmaz, & Alpak, 2019). Thus, the image of the organization is built not only for the needs of stakeholders but also for the people who participate in monitoring the existence of a conservation institution.

Conservation value is also determined by zoo activities in wild animal conservation associations. This association is formed to connect the needs of conservation institutions with one another. The exchange of information in this association can produce collaborative grants, exchanges, and breeding loans that support the diversity of zoo collections. The higher the quality of the zoo and the diversity of the animals, the easier the collaboration. The national organization that Secret Zoo joins is PKBSI (Indonesian Zoo Association). Moreover, they also establish relationships with international organizations, such as SEAZA and IZEA.

b. Exchange Value

Exchange value and conservation value are actually related to one another. A good conservation value will result in high exchange value. Meanwhile, the exchange value which is quite significant also affects the conservation value. The exchange value for animals is related to the classification of the animal based on the level of scarcity. The exchange value means that the higher the level of animal species scarcity, the stronger the asset position. The position of this asset affects the amount of exchange value generated for one animal category. At the Secret Zoo, the species with high exchange

value are those of the Appendix I category and endemic Indonesian animals protected by the government. For conservation institutions, this exchange value is important, as it is the unit price of biological assets in agricultural entities. Secret Zoo provides several circumstances in which the exchange value affects the existence of their animal assets. These circumstances include:

1. Having a collection of endemic and exotic animals in appendix I, II, and III categories. The exchange value of these animals is high because they are nationally and internationally protected animals, especially those in the appendix I
2. Endemic and exotic animals in appendix I, II, III with breeding programs in the conservation area can produce several Fs. This F can be lent to other conservation institutions that need breeding program, so that the lending conservation area can carry out a breeding program for other animals
3. In accordance with the provisions of the law on the exchange of wild animals that are protected and possessing CITES, the exchange must be equivalent. The exchange will be tested first by LIPI (Indonesian Institute of Sciences) specifically for appendix I category animals. Owners of appendix I animals will benefit from the presence of new species of appendix I if they are willing to exchange their collections

This exchange value is used in conservation institutions because transactions between animals do not originate from trading activities. Exchange values are used to help increase collections and explain measures of the value of animals in the scarcity criterion. This scarcity criterion is a key data conservation institution must have.

Besides relying on animal species, animal quality is far more essential. If animal health is less supported and the facilities in the conservation area are inadequate, the animals will become less attractive to be exchanged, granted, or lent. Animals must have good health condition, productive age, a clear identity history, and at least F1 in the criteria for offspring in the breeding conservation institution. Exchange values can be actively used if the animals meet the required qualities and qualifications.

"Not an Asset, but a Concept"

Besides being a conservation institution, Secret Zoo is also a business entity that earns income through tourism activities. In general, tourists come to see animals and obtain educational benefits. The condition of the zoo and facilities determines the interest of visitors; thus, the concept of a zoo needs to be considered, apart from the composition of wild animal species. If the concept of a zoo is attractive and continues to further develop, the visitor volume will increase and the income will increase. Barbara (2015) explained that zoo visitors provide a review of good recreational park management, including the provision of animal interaction services, animal collections, animal care, adequate facilities, natural recreational park conditions, and a different atmosphere that creates new experiences for visitors.

The zoo theme is designed to group wild animals into a number of habitats. There are some zoo themes designed by Secret Zoo, including the zoo A area, reptile garden, savannah, safari farm, baby zoo, tiger land, nocturnal house, the zoo within a zoo, and animal museum for offset display. The exhibit form at the Secret Zoo is designed with a modern concept and strives for animals to be grouped and displayed as in their natural habitat. For example, the mixture of zebra exhibits and antelopes is due to the similarity in habitat between zebras and antelopes in Africa. This natural concept can describe the

condition of animals that are more prosperous so that visitors feel close to nature and see animals as if they are in a natural place. By referring to this natural concept, visitors consciously give their support for animal protection by developing a concept that is closer to the real habitat (Yilmaz, & Alpak, 2019). Besides being a recreational park concept, zoo themes are created by paying attention to the welfare of animals in pens and with a safe distance for visitors.

The next component in developing the zoo concept is facilities. Burrits, & Cummings (2002) explained that the factor of visitor attraction to the zoo is due to facilities, besides animal diversity. Secret Zoo brings together the concept of a zoo and a park in one route. Facilities at the Secret Zoo consist of paid and free facilities. Free facilities are in the form of basic services, such as bathrooms, seats, safari trains, swimming pools, and rides in the park. However, facilities such as e-bikes, animal feeding, and animal photo printing are charged based on the size of the services provided. Provision of consumer facilities and services is one of the strengths of a marketing strategy to increase the number of visits to zoos (Wening, Al Hasny, & Fitriana, 2014).

The last component of the zoo concept is an animal collection in the zoo. Secret Zoo focuses on animals that are rarely found in Indonesia because these species are able to attract visitors. These are endangered species that live outside Indonesia, so Secret Zoo brings them in through a collaboration process with foreign conservation institutions. These unique species range from herbivores to carnivores. Those are the collection of small primates, horned deer, Indian rhinos, various birds, wolves, wild cats, tigers, etc. The current new collection of Secret Zoo is a type of wild cats, such as serval and caracal. Secret Zoo also promotes Indian rhinos coming from abroad as the only conservation institution in Southeast Asia to own the animal. Secret Zoo expects to become a zoo tourism center recommended by the community.

The animal collection as a means of recreation and the concept of exchange value has a slightly different meaning. The exchange value of animals with the scarcity criterion is a strengthening factor for the nature of assets in conservation institutions. However, if we shift to the concept of a recreational park, animal diversity will depend on the attractiveness of the animals seen by visitors. Not all interesting unique animals are listed in appendix I, but their existence can guarantee the sustainability of the zoo tourism business.

CONCLUSIONS

Wild animal assets are recognized as acquisition cost of the animal. This cost is derived from the total transfer fee including feed replacement costs, transportation costs, pen construction costs, and taxes on imported animals. This cost is recorded in the entity's report as operating expenses. Secret Zoo values the number of its animal assets using the appendix criteria. Besides the appendix, Secret Zoo uses several wild animal group disclosures, including groups based on species and generations. Animal asset reporting at Secret Zoo uses general inventory records and internal inventory records in the form of a studbook. The inventory report explains the number of animals, births, deaths, and information on how to collect animals. Meanwhile, studbook is an animal stock containing information on pedigree, animal identity, and animal grouping based on appendix classification. As an asset that cannot be commercially valued, a wild animal has two components to support its existence, consisting of exchange value and conservation value. Exchange value is the comparison value between animal species based on the scarcity criterion. Meanwhile, conservation value is the value that determines the quality

and image of the organization. The exchange value means that the most valuable animal in a conservation institution is the animal of the appendix groups, especially the appendix I. High exchange values allow conservation institutions to obtain additional appendix collections through exchange and loan. The image of a conservation institution is established through successful breeding, diversity of appendix collections, and the ability of conservation institutions to ensure the health of their animals. Conservation value will form trust between parties who wish to collaborate. Zoo tourism not only requires wild animal assets as a component but also other aspects that support the sustainability of the zoo business. These components consist of the selection of animal collections, strategy of the zoo concept, and visitor facilities. Wild animals in conservation institutions are a multi-functional asset, the existence of which supports the existence of conservation and tourism at the same time.

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