

Implementation of Sustainable Tourism at Ketapang Beach Lampung

Ni Made Ayu Windu Kartika^{1*}, I Gede Mudana²,
^{1,2}Politeknik Negeri Bali, Indonesia
email: 1windu@pnb.ac.id, 2gedemudana@pnb.ac.id

Received on 31 August 2023	Revised on 03 October 2023	Accepted on 06 October 2023
-------------------------------	-------------------------------	--------------------------------

ABSTRACT

Purpose: This study aims to analyze the implementation of sustainable tourism in the operation of Ketapang Beach (Pantai Ketapang) in Lampung, Sumatra.

Research methods: It is a descriptive, qualitative research. The data was collected by direct observation, document study, and literature studies from related journals.

Results and discussion: Ketapang Beach requires development that involves all tourism stakeholders because it has much potential to be developed but has not been planned and realized correctly.

Implication: This study explains the potential possessed by Ketapang Beach through a SWOT analysis and provides a sustainable tourism model design for the tourist attraction of Ketapang Beach.

Keywords: beach, sustainable tourism, model.

INTRODUCTION

The tourism sector's role in Indonesia is considered necessary, where the tourism sector is regarded as a source of foreign exchange and a job creator, as evidenced by the position of tourism as the third largest source of foreign exchange earnings for the country after oil and gas and palm oil. Tourism is more sustainable because it can bring in large amounts of foreign exchange without exploiting existing natural resources (Irfan & Bumigora, 2009).

The tourism industry plays a vital role in a country's economy because it provides additional foreign exchange to increase state revenues; it can also add jobs for the community around tourist attractions (Yoeti in Fitriana, 2018). Indonesia, which is an archipelagic country, has uniqueness and natural beauty that has the potential to become a tourist attraction so that tourism activities can be formed and developed. Development and empowerment in the tourism sector can open up great opportunities and opportunities for the community to take an active role in its implementation.

Tourism has four essential elements: attractions, amenities, accessibility, and human resources. Attractions are the main component of tourism that will motivate tourists in choosing a tourist location, for example what attraction a tourist location has, whether it is the beauty of the beach or playgrounds; amenity is a service of facilities supporting tourism activities at tourist sites, such as toilets, places of worship, and other public facilities; accessibility is the

carrying capacity of the transportation system to reach tourist sites, for example, ease of access to tourist sites whether it can only be done on foot or can be by using a vehicle; human resources are assets owned by tourist sites to shape the tourist experience during tourist visits, this includes tourist site managers (Listiwati et al., 2020). These four elements, if they can synergize well, will also create good tourism activities. The impact of tourism development can be felt directly by the community, for example, by increasing income, especially for local communities in each tourist destination. Socio-politically, the development of marine tourism for domestic tourism can grow and strengthen a sense of love for the homeland and national unity and integrity (Abdillah, 2016). Good management and development of tourist destinations can be done by developing supporting facilities and facilities by considering the impact that the surroundings will feel.

National tourism development must continue to uphold the characteristics of the Indonesian people, especially the natural, cultural, and local wisdom of the local community. Support from the manager in managing a tourist destination is an added value that can be the background for tourism development (Nurbaiti et al., 2020). Every development and development of tourist destinations should follow the principles of development that do not have the potential to damage the environment and be proven by feasibility studies conducted by professional personnel. This will reduce the negative impacts that may be experienced by the surrounding community and prevent damage to the surrounding nature (Kartika, 2021). Therefore, a development strategy is needed so that the implementation of the development itself does not deviate from the principles of sustainable tourism. Development strategy is a process of determining values, planning, and making decisions or ways to make something advanced, good, perfect, and valuable (Pratiwi, 2017).

Based on Law No. 10 of 2009 concerning Tourism, tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. Marine tourism is a form that uses or exploits the potential of the coastal and marine environment as its main attraction. The concept of marine tourism is based on the scenery, the uniqueness of nature, the characteristics of the ecosystem, the peculiarities of art and culture, and the characteristics of the community as its primary strength (Djou, 2013). Tourism activities that utilize nature certainly do not require much development or change because nature in Indonesia is so beautiful and unique that this tourism activity can be said to be sustainable tourism.

According to Hadiwijoyo (2012), sustainable tourism is tourism development that is by the needs of tourists while still paying attention to sustainability, providing opportunities for the younger generation to utilize and develop it based on the existing social order. In other words, current needs will not hinder the fulfillment of future needs. Developing a tourist destination involves seven phases: exploration, engagement, development, consolidation, stagnation, decline, and improvement (Ira & Muhammad, 2020). Tourism development should involve local wisdom so that unique tours can be carried out, resource management where these resources are protected and maintained, and the development of attractions that involve humans and culture. Sustainable tourism is no longer profit-oriented but rather on a balance

of ecological, economic, and socio-cultural sustainability. This is in line with the concept of sustainable tourism proposed by Dodds & Joppe (2001), which states that the primary keys to tourism sustainability are environmental sustainability, local economy vitality, cultural diversity, and experiential richness. The combination of each of these elements will prevent environmental damage and negative impacts that may arise from the presence of tourism itself.

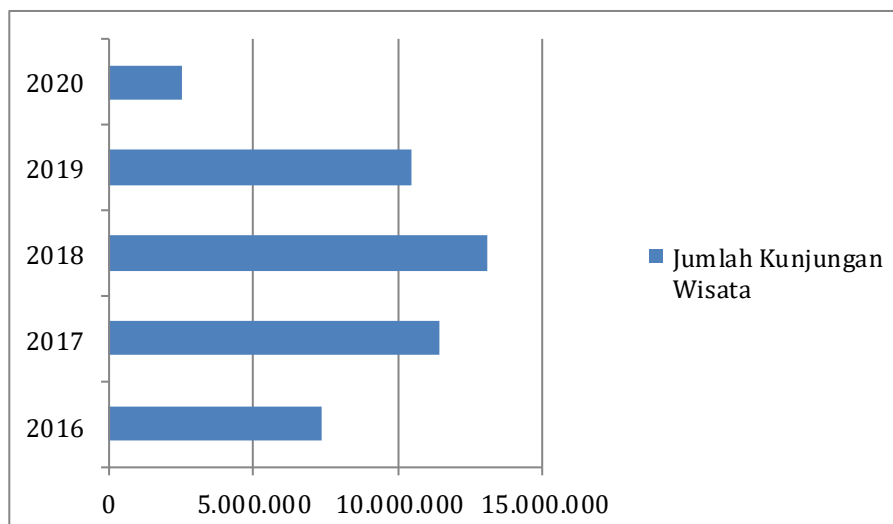


Figure 1. Tourist visits to Lampung 2016-2020.
[Source: Central Bureau of Statistics of Lampung Province, 2021]

Lampung is one of the provinces in Indonesia and is located in the southernmost part of Sumatra Island. Lampung, one of the provinces in Indonesia, also has natural and cultural potential that can be developed as a tourist attraction (Rostiyati, 2013). Lampung has a promising marine tourism potential to be developed. The number of islands owned is the main attraction for Lampung; the potential for marine tourism like this can bring many tourists to Lampung. With the ease of government access to Lampung, tourists come not only from the people of Lampung but also from Palembang, Jakarta, and other cities. Currently, Lampung Province is developing many tourist destinations that are interesting to visit. The local government supports the development as a form of government effort to increase the number of tourist visits to Lampung. Based on the graph presented above, it can be concluded that the number of tourist visits in Lampung Province has decreased since 2019. This can certainly be an impetus to make changes and developments in existing tourist destinations. Lampung has natural and cultural wealth equivalent to other provinces in Indonesia.

One tourist destination with the potential to be a sustainable tourism destination is Ketapang Beach (Pantai Ketapang). Ketapang Beach is located in Pesawaran Regency, Lampung Province. Pesawaran Regency is a buffer destination for Bandar Lampung City; almost all tourist attractions tourists visit in Bandar Lampung make tourism objects in Pesawaran Regency a tourist destination (Kagungan, 2019). Pesawaran Regency is one of the areas in Lampung Province currently focusing on developing its tourism potential.

Therefore, the Tourism and Creative Economy Office of Pesawaran Regency is seriously managing the potential of Pesawaran's marine nature by promoting tourists through festivals. Pesawaran is one of the ideal tourist destinations with the characteristics of white, clean sand beaches and the cultural wisdom of the people. The development of the Ketapang Beach tourist attraction is considered to have quite a positive impact. In addition to being able to increase regional income, the development of marine tourism areas on Ketapang Beach object is a form of tourism area management that seeks to provide benefits, especially for efforts to protect, preserve, and utilize the potential and environmental services of marine resources (Rahman et al., 2021).

RESEARCH METHODS

This research is descriptive, qualitative research. According to Sugiyono (2013), qualitative data is in the form of words, sentences, schemes, and pictures.

The data used are primary data and secondary data. Primary data is taken or obtained directly from the source (Sugiyono, 2013), in this case, in the form of photos and other information obtained through direct observation and interviews. Secondary data is obtained indirectly (Sugiyono, 2013), which in this case is a literature review obtained from journals or previous research.

RESULTS AND DISCUSSION

Sustainable tourism, according to Hadiwijoyo (2012), is tourism development that is by the needs of tourists while still paying attention to sustainability, providing opportunities for the younger generation to utilize and develop it based on the existing social order. Sustainable tourism is more based on empowerment efforts within social, economic, and cultural boundaries, meaning that sustainable tourism makes the community the main actors in the tourism business. Development and development of tourism can contribute to Regional Original Income (PAD), open up business opportunities and employment opportunities, and can function to maintain and preserve natural and biological wealth if carried out with good planning and management by the potential possessed by the area (Yatmaja, 2019).

Marine tourism is a form that uses or exploits the potential of the coastal and marine environment as the main attraction. The concept of marine tourism is based on the view of the uniqueness of nature, the characteristics of the ecosystem, the uniqueness of art and culture, and the characteristics of the community as its primary strength (Sero in Djou, 2013). Regarding coastal and marine natural tourism activities, tourism activities in natural tourism objects can be classified into two groups, namely (1) marine tourism or marine tourism and (2) mainland tourism. Seascape activities, namely swimming, fishing, canoeing, which includes rowing or sailing; diving, which includes diving and snorkeling; surfing, which includes water surfing, windsurfing, and parasailing. Landscape activities, namely recreation in the form of beach walks, cycling, rock climbing on steep coastal walls, and exploring coastal caves. Water or marine tourism (including beach tourism) includes swimming, fishing, diving and snorkeling, sailing, surfing, and sea skiing (Djou, 2013).

According to Hetifah in Amalyah et al. (2016), stakeholders are defined as an individual, group, or organization that is interested in, is involved in, or is

influenced (positively or negatively) by a development activity or program. Tourism development involves three interrelated stakeholders: the government, the private sector, and the community. The government's role in tourism development is to make systematic policies and planning. For example, the government provides and builds infrastructure to support tourism activities, improves the quality of human resources who work as workers in the tourism sector, and others. As a business actor, the private sector provides supporting facilities (Amalyah et al., 2016).

Based on observations done, Ketapang Beach requires development that involves every tourism stakeholder because currently, in the development of comprehensive and sustainable tourism, cross-sectoral coordination is needed, strategic area arrangements, empowerment of micro, small, and medium enterprises in and around tourism destinations (Yanuarita, 2019). Ketapang Beach has not been appropriately managed. The supporting facilities at Ketapang Beach look not optimal, ranging from narrow road access to selling places that are no longer operating. In addition, from the results of field observations, it was found that implementing health protocols at Ketapang Beach was not optimal with the entrance ticket price, which is quite expensive, namely Rp. 50,000, - visitors are not served with maximum service. Visitors can only swim on the beach and relax in the lodge with an additional fee of Rp. 50,000/cottage. Even though visitors have to pay quite a lot of money, the service they receive is only modest; for example, the mats to sit in the lodge must be brought by themselves. Besides, the surrounding community is not empowered by developing a creative economy, such as selling various foods and souvenirs typical of Lampung. Sustainable tourism should provide positive economic and socio-cultural benefits; this can be achieved with the active role of the surrounding community.

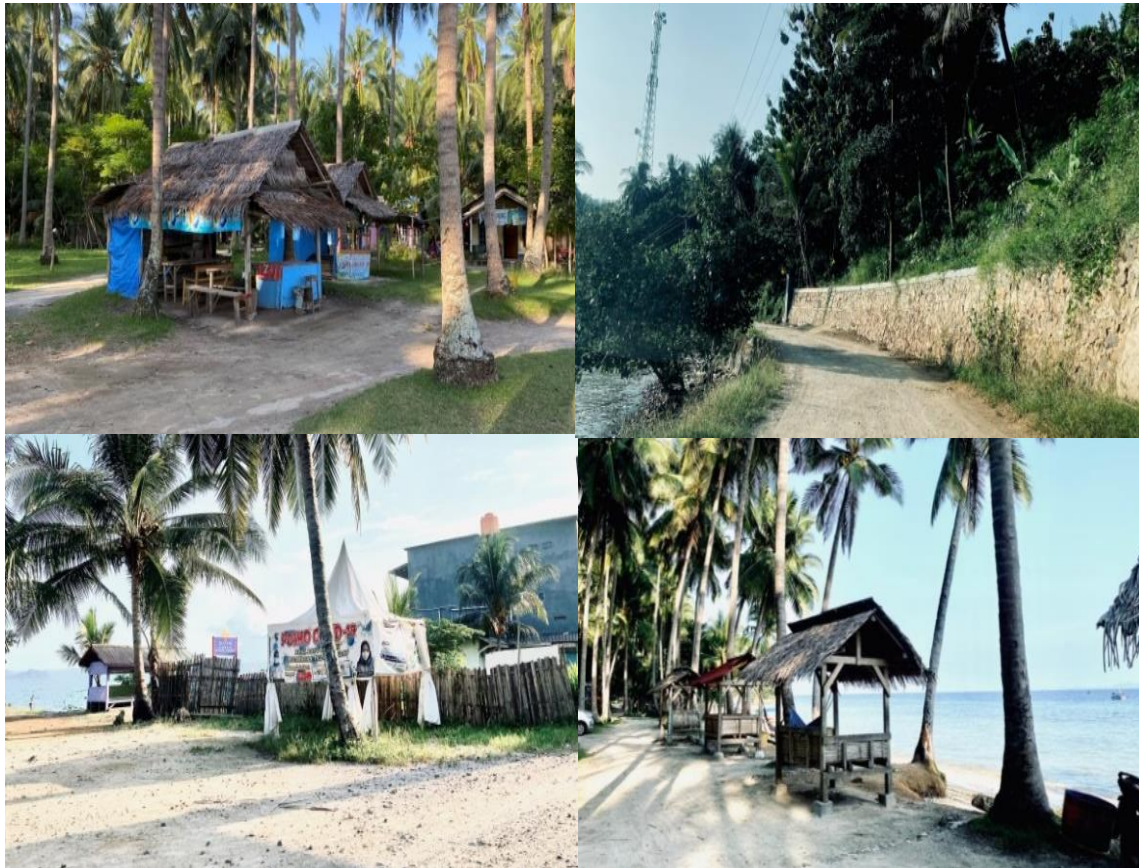


Figure 2. Ketapang Beach
[Source: Kartika, 2021]

Ketapang Beach has much potential to be developed but has not been planned and appropriately realized; this situation causes fewer visitors to Ketapang Beach than other marine tourism destinations in Lampung Province. This condition is exacerbated by the COVID-19 pandemic, which has reduced the number of regional tourist visits globally. Even so, Ketapang Beach is a sustainable tourist attraction because, in its implementation, most of Ketapang Beach's operational activities utilize nature without destroying it. A SWOT analysis matrix is presented as follows to support implementing the sustainable tourism model in Ketapang Beach (Table 1).

Table 1. SWOT Analysis Matrix

EFAS	IFAS	Strength: 1. The development of tourism objects in Pesawaran Regency has full support from the local government 2. Waste management is quite good 3. Comfortable, relaxed and clean environment	Weakness: 1. Activities that are done a little 2. The entrance ticket price is quite expensive 3. Lack of community participation 4. Narrow road access 5. Improper application of health protocols
	Opportunity: 1. Ketapang Beach has a beautiful natural panorama and has the potential to be developed 2. Better tourism management	SO Strategy: 1. Creating supporting facilities such as toilets and places of worship 2. Creating tour packages	WO Strategy: 1. Tourism activities on the Ketapang beach are developed. Ex: Designed for water sports activities 2. Better pricing policy 3. Empowerment of local communities (creative economy)
Threat: 1. Tourist destinations that have similar characteristics but are well-managed 2. Natural disasters	ST Strategy: 1. Utilization of information technology related to promotion 2. Designing disaster mitigation and evacuation in case of natural disaster	WT Strategy: 1. Establishment of supporting facilities for the implementation of health protocols (e.g., hand washing facilities) and affirmation of the application of health protocols 2. Opening wider access roads for easy evacuation in the event of a natural disaster	

A sustainable tourism model requires good synergy between the government, managers or investors, and local communities (tourism stakeholders). Based on the SWOT analysis matrix above (Table 1), the implementation of the sustainable tourism model in the tourist attraction of Ketapang Beach is as follows (Figure 3).

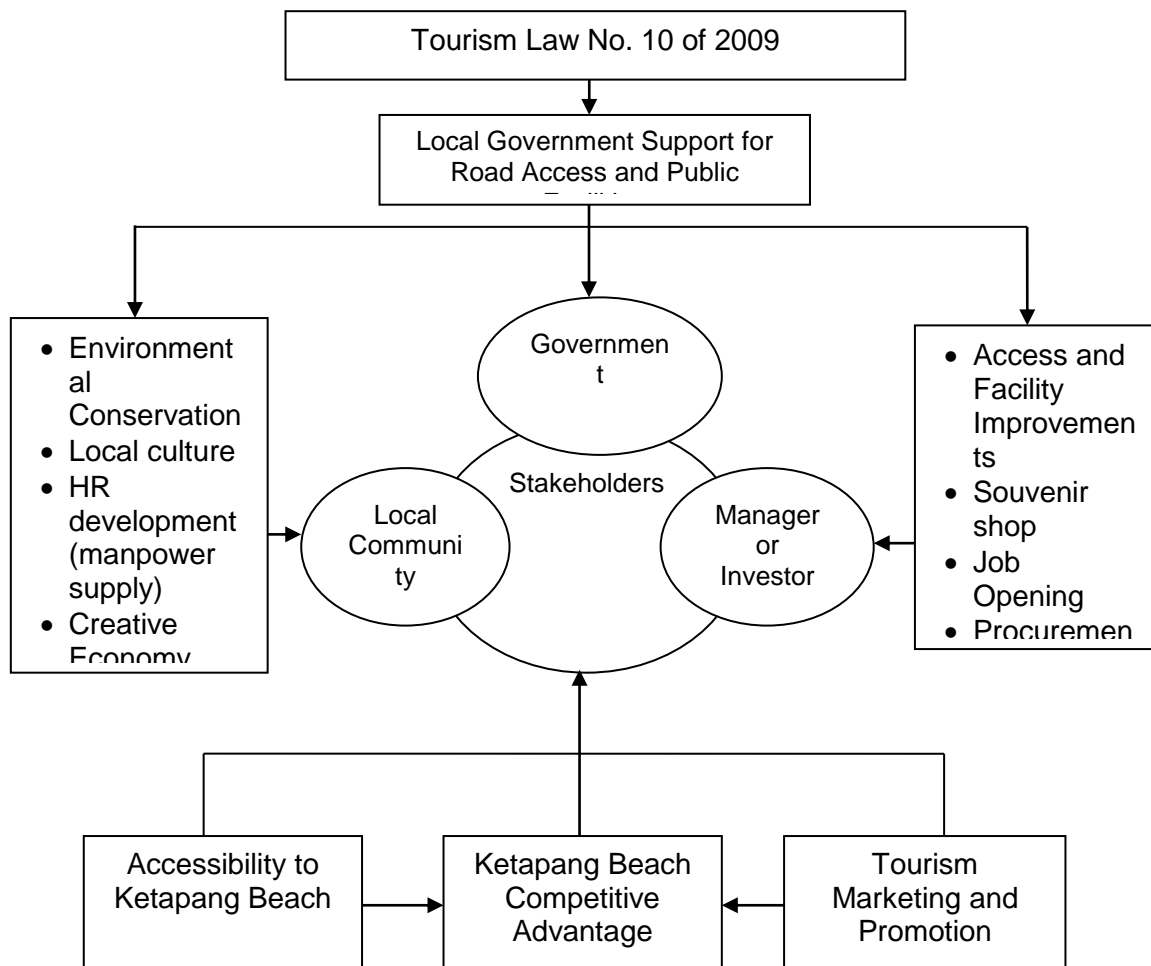


Figure 3. The Sustainable Tourism Model on Ketapang Beach

The above model is formed based on the SWOT matrix and analyzed based on the actual conditions in the field. The model was created to develop Ketapang Beach as a potential tourist attraction as well as possible so that a sustainable tourism activity can be created to provide benefits for all parties involved. Based on this model, the roles of stakeholders will be described as follows.

The government's role refers to accessibility and licensing as the basis for operating tourism objects. For Ketapang Beach tourism objects, the government can improve road access and add operational support facilities such as street lamp lighting, road markings, and traffic signs that show the terrain to be taken by tourists. The role of the tourism manager or investor refers to the facilities and operational activities of a tourist attraction. The proposed development is to innovate by adding activities for visitors at Ketapang Beach, which initially only swims on the beach to have water sports activities such as fishing, Local Community Government Managers or stakeholder canoeing, snorkeling, parasailing, and banana boats. These activities are considered interesting enough to be carried out by visitors. In addition, building other facilities such as toilets, restaurants, and places of worship is necessary. The role of the local community at the Ketapang Beach tourist attraction is as a tourism business. Therefore, it is necessary to provide

training to become qualified human resources or workforce. In addition, developing a creative economy for the surrounding community also needs to be carried out to improve their economic quality. As a tourist area, people around Ketapang Beach should be directed to sell typical Lampung souvenirs, such as products made from Tapis cloth, and Lampung specialties, such as banana chips, otak-otak, and tempoyak.

When the three stakeholders (government, managers or investors, and local communities) have cooperated or synergized well, Ketapang Beach tourism development will also run well. Cooperation between the government and managers in improving road facilities will provide easy access (accessibility) for tourists visiting Ketapang Beach. In addition, cooperation between the two stakeholders is needed to construct supporting facilities such as toilets, places of worship, accommodation such as restaurants and inns, and supporting facilities for health protocols such as hand washing facilities that should be easily accessible. In addition, firmness from these two stakeholders is needed in applying health protocols, for example, by not allowing tourists who do not wear masks to enter and admonishing tourists who congregate to prevent the transmission of the COVID-19 virus. The government and managers also play a role in educating the surrounding community to develop the creative economy. It would be better if the surrounding community wanted to open a business selling typical Lampung souvenirs, such as products made from Tapis cloth, Lampung special foods such as banana chips and otak-otak, which can be souvenirs for tourists who come from outside the area so that it attracts them to revisit Ketapang Beach. This good synergy will give Ketapang Beach a competitive advantage.

CONCLUSION

Ketapang Beach has a beautiful natural panorama and can compete with similar tourist objects. Tourism activities on Ketapang Beach take advantage of natural conditions that need to be preserved to become a sustainable tourism activity. Tourists who come should continually be educated and reminded of the importance of preserving nature so that tourists can enjoy its beauty and take part in its preservation.

The model generated in this research is based on the development strategy created and analyzed based on the conditions in the field. The model is expected to be applied to tourism activities on Ketapang Beach, which requires development to become a tourist attraction that many tourists visit. The model was created to develop Ketapang Beach as a potential tourist attraction as well as possible so that a sustainable tourism activity can be created to provide benefits for all parties involved.

REFERENCES

- Abdillah, D. (2016). Development of Marine Tourism in the Coastal Coast of Teluk Lampung. *Journal of Indonesian Tourism Destinations* Vol, 1(1), 45–66.
- Amalyah, R., Hamid, D., & Hakim, L. (2016). The Role of Tourism Stakeholders in the Development of Samalona Island as a Marine Tourism Destination. *Journal of Business Administration*, 37(1), 158–163.
- Djou, J. A. G. (2013). Development of 24 Marine Tourism Destinations in Ende

- Regency. *Kawistara Journal*, 3(1).
- Dodds, R., & Joppe, M. (2001). Promoting urban green tourism: The development of the other map of Toronto. *Journal of Vacation Marketing*, 7(3), 261–267.
- Fitriana, E. (2018). The strategy for developing the kum kum tourism park is an educational tour in Palangkaraya. *Journal of Geography Education. Studies, Theory, and Practice in Education and Geography*, Year 23, 94–106.
- Hadiwijoyo, S. S. (2012). Community-based rural tourism planning: A conceptual approach. *Graha Ilmu*.
- Indonesia, R. (2009). Law No. 10 of 2009 concerning Tourism. *State Gazette of the Republic of Indonesia Year*, 4966.
- Ira, W. S. & Muhammad, M. (2020). Community Participation in Implementing Sustainable Tourism Development (Case Study of Pujon Kidul Tourism Village, Malang Regency). *Journal of Applied Tourism*, 3(2), 124–135.
- Irfan, P., & Bumigora, A. S. (2009). Analysis of E-Tourism Development Strategy as Tourism Promotion on Lombok Island. *IJNS-Indonesian Journal on Networking and Security*, 4(3).
- Kagungan, D. (2019). Tourism Management Policy in the New Autonomous Region. *Media Heritage*.
- Kartika, N. M. A. W. (2021). Teluk Benoa Reclamation and its Impacts. *International Journal of Glocal Tourism*, 2(2), 104–112.
- Listiowati, Agneta Saneta; WIRANATHA, Agung Suryawan; SURYAWARDANI, I Gusti Ayu Oka. Strategi Pengembangan DTW Pantai Diamond di Dusun Pelilit, Desa Pejukutan, Nusa Penida, Klungkung, Bali. *Jurnal Master Pariwisata (JUMPA)*, [S.l.], p. 516 - 540, jan. 2020. ISSN 2502-8022. Available at: <<https://ojs.unud.ac.id/index.php/jumpa/article/view/56608>>. Date accessed: 01 Aug. 2023. doi: <https://doi.org/10.24843/JUMPA.2020.v06.i02.p13>.
- Nurbaiti, N., Harianto, S. P, Iswandaru, D. & Febryano, I. G. (2020). Visitors' Perception of Marine Tourism on Klara Beach, Lampung Province. *Journal of Tropical Marine Science*, 3(2), 65–73.
- Pratiwi, A. M. (2017). Spiritual Tourism Development Strategy in Rendang District, Karangasem Regency. 1–35.
- Rahman, A., Sumanjono H. S. & Meiliyana. (2021). Strategy for Development of Maritime Tourism Potential of Pesawaran Regency (Study on Ketapang Dalam/Cuku Upas Pesawaran Beach). *Administrative Journal*, 3(1), 1–11.
- Rostiyati, A. (2013). Tourism Potential in Lampung and Its Development. *Patanjala*, 5(1), 144–158.
- Sugiyono, D. (2013). Educational research methods approach quantitative, qualitative, and R&D.
- Yanuarita, H. A. (2019). Sustainable Tourism Development: A Study on the Development of Selomangleng Cave Tourism in Kediri City. *Public (Journal of Administrative Sciences)*, 7(2), 136–146.
- Yatmaja, P. T. (2019). The Effectiveness of Community Empowerment by Tourism Awareness Groups (Pokdarwis) in Developing Sustainable Tourism. *Scientific Journal of Public Administration and Development*, 10(1), 27–36.