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Community-based tourism management in Santen Beach, Banyuwangi

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Abstract. Community-based tourism management is a tourism activity where local communities have control over the management of tourism activities and as a result the benefits can be felt by the community. Community-based tourism management is one method of community development. The purpose of this analysis is to describe, analyze the factors and formulate the formulation of community-based tourism development to realize sustainable tourism development. The data obtained were analyzed by correlation analysis to examine the relationship between different factors. The next step is to use SWOT analysis to get a formulation of community-based tourism development strategies. The results show a significant relationship between social factors with environmental factors and social factors with economic factors. Based on the SWOT analysis, Santen Beach in Banyuwangi is in the first quadrant of the Cartesian diagram with the suggested management strategy is the SO (Strengths-Opportunities) strategy. The steps formulated in using force and taking advantage of opportunities are (1) increasing tourism promotion to prospective visitors who like beach tourism; (2) encouraging the formation of tourism management organizations with active community participation; and (3) utilizing the potential along the coastal entrance and along the coast as the development of tourist attractions that can increase tourist visits.

1. Introduction

The tourism sector is a potential sector to be developed as a source of regional incomes. The efforts to increase regional original incomes, the development and utilization of resources and the potential for regional tourism are expected to contribute to economic development. Tourism is seen as a multidimensional activity from a series of development processes. The development of the tourism sector involves social, cultural and economic aspects. In accordance with what is stated in Indonesian Law Number 10 Year 2009, concerning Tourism which states that the Organization of Tourism is shown to increase national income in order to improve the welfare and prosperity of the people, expand and equalize business and employment opportunities, encourage regional development, introduce and utilize objects and tourist attraction in Indonesia and foster a sense of love for the country and strengthen friendship between nations. The development of tourism also encourages and accelerates the economic growth of tourism activities creating demand, both consumption and investment which in turn will lead to the production of goods and services. During the trip, tourists will go shopping so that it directly raises the demand for goods, capital and materials to produce to meet the tourist demand for these goods and services. In an effort to meet tourist demand investment in transportation and communication, hospitality and other accommodation, the handicraft industry and the consumer products industry, service industries, and restaurants is needed [1].

Tourism is developed not only to encourage economic growth, but has broad objectives covering social, political and national security aspects. The development of tourism which involves various fields causes tourism to become industrial land, because activities in the field of services are closely related to various types of economic activities, provision of facilities and infrastructure, hotels, restaurants/food businesses, transportation/travel services, crafts, education, arts etc. Noneconomic aspects of tourism development are closely related to economics [2]. Tourism development is inseparable from the public awareness to maintain the environment which is used as a tourist destination because without community cooperation with the government, the place that is used as a tourist attraction will not develop, therefore a full awareness and support must be maintained, attractiveness tourism which is also called a tourist attraction is potential that drives the presence of tourists to a tourist destination.



In 2000 the tourism sector in Indonesia contributed 9.27% of Gross National Product (GNP), and was able to absorb 8% of the workforce [3]. Indonesia has made tourism become an important economic sector. Tourism gets serious attention from the government, the issuance of Law Number 10 concerning tourism is as a foundation for tourism implementation, namely: a) increasing economic growth, b) improving people's welfare, c) removing poverty, d) overcoming unemployment, e) preserving nature, environment, and resources, f) promoting culture, g) elevating the image of the nation, h) cultivating a sense of love for the homeland, i) strengthening national identity and unity, and j) strengthening friendship between nations. This is in line with the statement that tourism can be relied on to improve community welfare and national development [4].

Tourism development involves three important actors, namely the government, the private sector, and the local community. The management of tourism which is currently being cultivated on the Pandawa coast is the management of local community-based tourism. In general, local community-based tourism (CBT) is a concept of empowering local communities. In this case the local community participates in planning, managing and participating in decision making and getting benefit from tourism activities. This is in accordance with what was stated by Nicole Hausler regarding Community Based Tourism (CBT), namely: 1. Forms of Tourism that provide opportunities for local communities to control and engage in tourism management and development; 2. Communities that are not directly involved in tourism activities also benefit from tourism activities; and 3. The existence of political empowerment and democratization and the distribution of benefits to disadvantaged communities in the countryside. Management with the principle of CBT is also in accordance with the principles in sustainable tourism development. A small-scale development but gives greater benefits to local communities. This is also expected in the development of tourism on Santen Beach.

Successful tourism development is a tourism development that carried out together including "building together with the community" so that tourism development can provide economic, social and cultural benefits to the local community. The objectives of tourism development involve the community, including: (1) empowering the community through tourism development, (2) increasing the role and participation of the community in order to obtain economic, social and cultural benefits from tourism development, (3) providing balanced opportunities to all community members, both men and women. Therefore, one approach that is used to develop community-based tourism is a participatory approach [5].

A program is said to be participatory if the community has been involved since planning, implementing, evaluating, and utilizing the results. This is stated in Law Number 10 Year 2009 concerning tourism, in article 19 paragraph 2 that every person or community in or around a tourism destination has priority rights to be workers or laborers, consignment and management. With the participation, tourism will be able to develop because the community knows the existing conditions and problems related to the environmental, social and economic fields. The community becomes an active actor to improve welfare for the community itself. In this case, community participation can be an effort to improve their standard of living. Community-based tourism development demands community participation in various stages of development. But the reality on the ground is different from what is expected, community-based tourism has not been fully developed.

2. Methods

This study uses a qualitative method because it is one of the research methods that offers exploratory research design that aims. In contrast to the design of experimental research, for example, in the design of qualitative research researchers do not start from a particular frame of mind, but let the natural arrangement of research, as it is and try to understand the phenomenon, places the researcher in the object being studied.

This study aims to describe and analyze the factors of community-based tourism development and formulate community-based tourism development formulations to realize sustainable tourism development. Data is collected from informants with experienced backgrounds (natural settings). The meaning of data is done from facts obtained by observing the subject's phenomena through actions and thoughts to understand the meaning compiled by the subject around everyday events.

The research's field was carried out at the Santen Beach attraction in May 2018 with informants selected purposively based on certain criteria in accordance with the research objectives. In this study the informant was determined: the management of the organization that knows and understands objects,

officials in the relevant fields, traders and visitors. There are three data collection techniques, namely observation, interviews, and the use of secondary data, while the presentation of data is done descriptively.

This research was conducted at Santen Beach, Karangharjo Village, Banyuwangi. Santen Beach is approximately 2 km from the center of Banyuwangi in the Bali Strait. Santen Beach was chosen as a research site because this beach has the potential to attract tourists and visitors. In addition, the researchers examined the participation of the people of Karangharjo Village in developing tourism on Santen Beach.

3. Results and Discussion

Santen Beach developed since 2013, which was previously a localization area. Even though it still has a bad reputation from the people nearby, there are several considerations from Banyuwangi District Government to develop Santen Beach, among other things: 1) the government wants to create a unique beach that near from the center of the city so it is easy to reached by tourists, 2) this beach has a great view but dirty, because the beach is not well maintained, 3) this region is a vile village in the past, the people mostly works as fishermen, it is getting a bad reputation from the visitors, and 4) the location of the beach near with the localization area, that encourage tourists (especially teenagers) make it as the place to do a nasty thing, as a result the beach is getting a bad image. One of the goals of community-based tourism development is to carry out sustainable planning without over-exploiting nature. Santen Beach was originally a vile area that was used by the residents as a garbage dump.

Participation is a person's willingness to launch a program according to their abilities and desires without putting aside others so that the program can succeed. A person's involvement will greatly influence the success of the program, with this participation one can express the voice both in planning and in implementation or even in the evaluation/results of the program itself. Participation can occur between fellow community members or the community with the government. Participation is a sign of the beginning of community empowerment which will later be able to develop into an independent society.

Based on the results of the analysis using SWOT this beach has the power, that is, many traders along the coastline with the types of merchandise offered vary, male and female tourists are separated, the waves are calm, and many homestays are around the beach if visitors want to stay. In addition, the availability of supporting facilities such as colorful umbrellas, colorful seating chairs, bathrooms, prayer rooms, which are provided free of charge is also the strength of this beach. Meanwhile, the weakness of this beach is a less clean environment and less diverse tourist attractions. This beach is very likely to be used as a location for various events. The large number of fishermen can also support making fish-based souvenirs. This beach is never empty of visitors, which can be a threat to environmental damage. Visitors can influence the carrying capacity of the area and environmental cleanliness. This beach also has to compete with other attractions that are also easy to reach.

This beach attraction has a very large market opportunity, but still faces obstacles originating from internal factors. The strategy that must be implemented is to minimize internal weakness so that it can master market opportunities. Strategies that can be carried out include adding new attractions (including banana boating, parasailing, canoeing) and holding regular beach cleaning activities carried out by the community and visitors or tourists.

The results of the analysis using the Community based tourism (CBT) technique obtained information that the majority of the people of Karangharjo Village worked as fishermen. The development carried out on this beach opens up new economic activities. There are food stalls in the coastal area, which are various types of food, beverages, and typical snacks. thus, creating new opportunities for fishermen.

Based on interviews conducted to several respondents, the development of Santen Beach also had an impact on the growth of new economic activities, by offering tourists a meal package with processed fish from fishermen such as grilled fish, lobster, etc.

"The people here works as guides, ticketing operators, toilet guards, sea transportation service providers, and snacks trading in this coastal area" (Interview with S, merchant).

Local governments provide facilities in the form of building kiosks that can be used by residents to sell. Community groups (Pokmas) are formed which organize local people to sell, become parking

guards and as cleaners of coastal areas. The people who use the kiosk are not shared with other parties so that the opinions from the sale are fully owned by the community.

The management of Santen Beach is fully handed over to the Tourism Awareness Group. As stated by Mr. Sadi as the manager, *"The management itself is fully carried out by the community. Alhamdulillah, since the beginning of the opening of this attraction there have been 40 group members who participated in our Pokmas."*

In the development of Santen Beach tourism, community participation around the object is quite high. This is evidenced by the community's response to tourism activities which are quite high, most of the community members are members of the community. From existing tourism, the community can improve welfare both in terms of the economy where income is increasing, from a social perspective the community becomes more harmonious and harmonious, in terms of knowledge of people's insights about tourism and coastal management for tourism activities. The construction of large-scale infrastructure such as kiosks, prayer rooms, and bathrooms, umbrellas, chairs in tourist attractions is provided by the local government.

To improve community knowledge and skills, training is conducted once a month, carried out by the Tourism Office in the location of tourist attractions in Banyuwangi alternately. In addition, there is also training in centralized management provided at the government office.

The results of the research are facts that show how the communities around the Santen Beach participated and were involved in tourism development. Community-based tourism as an empowerment approach that involves and puts the community as an important factor in the context of the new development paradigm of sustainable development (sustainable development paradigm). Sustainable development as development that maintains the sustainability of the social life of the community, maintains an increase in the economic welfare of the community and maintains the quality of the environment of the community. For this reason, through tourism, it can increase economic growth, which in turn can have a long-term impact on the social life of the community such as opportunities for education or others, as well as the quality of water, air and land in the tourist area. The development of tourism will measure the development of tourism development performance through important indicator aspects, namely: environmental indicators, Santen Beach must be preserved environment through the construction of infrastructure systems, clean water sources, garbage disposal, provision of other supporting facilities so as not to damage the coastal area.

From socio-cultural indicators, the number of tourists and types of tourism activities must be harmonized with the values and socio-cultural system of the local community. The length of stay of tourists and types of tourists also does not change the local culture significantly. Tourists use services and facilities to follow the regulations of the surrounding population. The interaction between tourists and the environment at tourist attractions can increase community experience and the convenience of visitors. Based on economic indicators, tourism activities on the Santen Beach are able to increase employment opportunities and business of the local community, but do not eliminate or replace permanent employment in the local community, this increases the absorption of labor from employment activities. Community participation in tourism development is in line with research conducted by [6], which concluded that the community also benefited from tourism activities, because the community was given the freedom to develop business or invest in tourism objects, which in part could be used to develop the infrastructure of the object.

Community-based tourism is an opportunity to mobilize all the potential and dynamics of society, to offset the role of large-scale tourism business actors. Community-based tourism is tourism where the community or local residents play an important and primary role in making decisions affecting and benefiting their lives and environment [7]. This is also in line with the development of tourism in Karangharjo Village, where the Santen Beach is located. Society is the main key to tourism development, all elements of society play an active role in tourism development, not only managed by certain groups. In order to realize tourism development going well it requires the involvement of the local community. In Karangharjo Village the community plays a full role in decision making, where decision making is carried out by mutual consultation. Planning for tourism development is carried out together, both in problem identification, planning, implementation and evaluation of coastal tourism development activities. The community-based tourism in Karangharjo Village also provides benefits to the lives of citizens both from an economic, social, political and knowledge perspective. This is in accordance with what is presented by [8], which states that tourism development can be seen from how

to strengthen the image of tourism through increasing promotion and accessibility, and also improving quality and services through increasing human resource expertise. Thus, it is important to ensure certainty for the community, that the community feels ownership by involving community organizations, such as cooperatives, community group networks, Pokdarwis, to maintain tourism sustainability and increase contributions to the community in accordance with the number of visits and income from tourism [9].

Community-based tourism development opens chances, opportunities for new jobs and economic activities. Santen Island tourist attraction provides new economic activities in the form of food stall business service providers by selling typical local food such as tahu-walik, young coconut drinks, and various processed fish. With the opening of this object also involves the community in the planning, implementation and management stages. Santen Island Beach is a relatively newly developed beach, involving local communities. This can be seen from the management staff, most of whom are local people, as entry guards, parking guards, traders, cleaning staff and others. The condition of the facilities is still relatively limited, the development is still not optimal, carried out by the community itself with funds collected through group cash. Under these conditions the development was carried out by the Community Group (Pokmas) itself by building several supporting facilities such as directions, food stalls, gazebos, and public toilets. The condition is well-maintained and clean because the management's participation is quite good.

Community-based tourism management is also accompanied by training for local communities. There is no special training conducted by outside parties or from the government. The training is an initiative by taking part in training to increase knowledge and skills in supporting tourism development and management. The management of tourism objects by the people on Santen Island beach also continues to preserve the uniqueness and characteristics of the local culture. The Santen Island beach area is surrounded by mangroves and settlements. The attractions provided by the beach do not conflict with local culture, even this beach was developed as a sharia beach.

The other principle of community-based development is not exploiting but utilizing natural resources in a sustainable manner. The community involved in the development of Santen Island beach only added a few public facilities without changing the existing natural conditions. The conditions around the area are still natural, there are many tall trees up to the shore, and the condition of the sea water is still clear without any pollution from industry or household waste.

4. Conclusions

The conclusion was that in the implementation of tourism development on the Santen Beach in Karangharjo Village, Banyuwangi, the role of the regional government was still dominant. Planning, implementing and supervising activities are carried out jointly between the government (top down), but also involve local communities, so that the community not only receives the results of development, but also provides opportunities for the community to participate.

In essence the community around the Santen Beach area is willing and able (within certain limits) to participate in tourism development. But in facts, community participation is still far from what is expected or still low, especially in the planning, implementation and supervision process. Based on the results of these studies, it is suggested that further research be conducted to find out the forms and patterns of community participation that are able to create and support tourism development, so that the quality of tourism objects increases and is better than now. To the government, especially the regional government, should involve the surrounding community because the comfort and the beauty of tourism objects heavily depend on them.

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