

## **THE DEVELOPMENT OF THE COASTAL TOURISM COMMUNITY-BASED TOURISM DEVELOPMENT CASE STUDY: CONSCIOUS GROUP TOURS (POKDARWIS) COASTAL TOURIST DESTINATIONS PULANG SYAWAL BEACH (INDRAYANI) GUNUNGKIDUL REGENCY, DI. YOGYAKARTA**

Indonesia as a country of islands coastal area has potential as a prospective economy especially through supporting the development of the tourism sector. It is aligned on the movement in the 21st century where tourism according to WTO appears as a new world economic axis and become a strategic industry fields. With regard to this case if referring to the National medium term development plan (RPJMN) 2015-2019 governance Jokowi-JK through Nawa goals and conception of the maritime Axis makes the coastal tourism sector as one of the areas of development the economy of scale of priorities. The construction of the kepariwisataan belonging to the 12 action program of the sub areas of Autonomy In the economic sphere. One of the areas that become national tourism is the motor of the special region of Yogyakarta, where appropriate issue of coastal tourism (Coastal Tourism) became the primary focus of Gunungkidul Regency. Gunungkidul has the potential resources of the beach with a coastline of approximately 72 km comprising approximately 69 Beach Viewed from the Regional Tourism Development master plan (RIPPARDA) Gunungkidul. Coastal tourism a priority and the development of tourism by the Government's flagship Gunungkidul Regency, where a strategic area Tourism (KSP) based beaches reaching 3 KSP, KSP 6 in total. As for the institutional governance of the destination using a combination of the management by the Government, private and group Sightseeing Aware (Pokdarwis) community. Based on RIPPARDA and analysis of original sources of income regions where the potential for coastal tourism are the biggest sources of income in the Gunungkidul Regency. One of the best practice management of beach tourism object this is going home with the Community development approach based Tourism Development. Pulang Syawal Beach D.I. Yogyakarta on the basis of a conscious Group tours (Pokdarwis), consensus nature and people's economy has been able to realize a Sustainable Tourism Development and the well-being of local people. On the basis of that, the researchers raised the paper "development of Coastal Tourism Community-based Tourism Development in support of the axis of the world and Martim Nawa Goals case study: Conscious Group tours (Pokdarwis) Coastal tourist destinations (Pulang Syawal Beach, Indrayani) Gunungkidul Regency, D.I. Yogyakarta "as a title in this scientific paper. This research uses qualitative descriptive method model case studies (deviant case) with the SWOT analysis and the study of formal non-formal actors in the development plan of Coastal Tourism and the various programs that have been done including implementation and commitment aspects of Sustainable Tourism Development Community-based Tourism Development (Pokdarwis). Community empowerment with the establishment of Pokdarwis as the provider of tourist destinations on the coast Pulang Syawal Beach (Indrayani) currently has managed to give multiple effects on the economy of the local community and strengthen the leading culture with coastal tourism economy. This success is certainly in the future can be a contribution are the area and motivate other areas in support of program Goals and Nawa Maritime Governance Axis Jokowi-JK appropriate potential leading integrated area

***Keyword : Coastal Tourism, Community Tourism Development, The Shaft Of The Maritime, Tourism, Pokdarwis***

## INTRODUCTION

### A. Background of the Study

Indonesia is the biggest archipelagic state and has the 4<sup>th</sup> longest coastline in the world on which is 95.181 km where it offers variety of natural beauty that has high selling value for various economy activities (Damayanti, 2008). A good relation between management and development of coastal natural potential is as tourism activities. In 21<sup>st</sup> year, tourism appears as a new world economy and becoming a strategic industrial. According to WTO in 2010 shows that tourism trip approaches 1 billion tourists. To be predicted in 2020, Southeast Asia and Pacific obtains 25.9% of total foreign tourists (Sunaryo, 2014).

One of the cities that has main national tourism is Daerah Istimewa Yogyakarta. In this case, it relates with tourism issue based on coastal tourism that makes Gunungkidul have been developed as a new economy basis in DI. Yogyakarta. Gunungkidul has a potential of beach resources in which has coastal line about 72 kilometres consisting of about 69 beaches (Cultural and Tourism Agency Gunungkidul, 2013). Based on *Rencana Induk Pengembangan Kepariwisataaan Daerah (RIPPARDA)* Gunungkidul that is divided its regions in 6 tourism strategic areas or known as *Kawasan Strategis Pariwisata (KSP)* in which those that based on beach tourism reaching 3 KSP of 6 KSP. According to local revenue sources analysis, Coastal Tourism potential is the biggest income in Gunungkidul. In 2010, the contribution of PAD in tourism sector is 1.3 billion and increasing significantly in 6.1 billion in 2013 (Cultural and Tourism Agency Gunungkidul, 2013).

The growth of coastal tourism sector significantly in Gunungkidul and the success of tourist attraction objects management is certainly able to support one of 16 self-reliant programs economically (Nawa Cita). The participation of people also relates to UU 10 of 2009 concerning the implementation of national tourism. According to the writer, a case study that can be made as reference of implementing Community Tourism Development in which relates to Nawa Cita programs is the tourism object Pulang Syawal beach (Indrayanti beach) located in Gunungkidul, Yogyakarta. Pulang Syawal beach has been applied Community Tourism Development. The benefit and social acceptance of society are able to be seen from active role of local society to manage the regions. In this case, it is showed by *Kelompok Sadar Wisata (PokDarWis)* Kompak, PokDarWis Watu Gilap, and PokDarWis Penjaga Segoro Kidul. The best practice of Pulang Syawal beach (Indrayanti beach) management both in Community Tourism Development aspect and increasing its tourists visit significantly in every year on which is expected to be able to give how the role of regions to realize the Nawa Cita in coastal tourism that empowers the local society.

### B. Statement of Problem

1. How is coastal management Pulang Syawal beach (Indrayanti beach) as a Coastal Tourism area based on Community Tourism Development that is able to be tourism object?

### **C. The Purposes of the Study**

1. To know the contribution of coastal development (Coastal Tourism) in each region that is able to support Nawa Cita – Maritime axis Jokowi-JK?
2. To know Pulang Syawal beach (Indrayanti beach) that has implemented Community Tourism Development?

### **D. The Benefits of the Study**

1. To give an information about the implementation of Community Tourism Development in region level that is able to support Nawa Cita – maritime axis
2. To give stimulus for every region to improve the optimization of the Coastal Tourism development based on Community Tourism Development

### **E. The Outcome of The Study**

The expected outcome of this study is the scientific publication and Policy Brief that consists of coastal tourism potential maps, developing areas, actor's participations, development policy's recommendation of Community Tourism Development against Nawa Cita – Maritime Axis Jokowi-JK.

## **BAB II**

### **REVIEW OF THE LITERATURES**

#### **A. Basis of Theory**

##### **1. The Society Empowerment**

One of poverty alleviations and development is the society empowerment. To understand what the empowerment is, we have to know what “power” is meant as “*kekuatan*” or “*daya*”. According to Foucault (1980), we can assume that power is really useful in the social life. There are several kinds of relation power (Rowland, 1998) in which are power over (strength to control), power to (chance without domination), power with (collective strength from the group), and power from within (influence spiritual strength). Power over is really specialized because it relates to people who have ability as a decision maker. Based on Jo Rowlands (1998) who stated, the empowerment is divided into 3 overlapping dimensions: (1) personal empowerment (to develop individual's consciousness and confidence), (2) relational empowerment (to improve the negotiation's ability and affect the relational decision), and (3) collective empowerment (collective action to change the oppression of social structure).

##### **2. Tourism**

Commonly, there are many concepts and definitions about tourism. However, the most popular definition and accepted by society is the definition of UNWTO that is “tourism consists of human activities, trip, and stay out of their environment for no more one year successively to relax, business, and another needs” (UNWTO, 1995, quoted by Richardson and Fluker, 2004). “Tourism is total of phenomenon and relation arising of the interaction among tourists, business supplier, universities, and

non-government organizations to attract, carry away, hosting, and manage these tourists and the other visitors” (Weaver and Opperman, 2003). Here are the main factors of the tourism: (1) a travel (trip) factor which is human movement from one place to another place. (2) a temporary stay in the place that is not habitually place to live, and (3) the main purpose of the human movement is not finding the living or jobs in the certain place (Richardson and Fluker, 2004).

### **3. Community Based Tourism**

Community Based Tourism is supporting instrument to optimize Sustainable Tourism Development with its pillars in which are: (1) Economically Viable (2) Social and Culturally Acceptable (3) Environmentally (Sunaryo, 2014). Community Based Tourism must be had and managed by local society with approaching to empower these communities through existing or developing tourism. According to ASEAN Community Based Tourism Standard (2015), Community Based Tourism (CBT) is “tourism activity that is had and operated by the communities, and managed or coordinated to the communities who give their contribution for the communities’ prosperity by supporting sustainable livelihood; and protect socio – cultural tradition, natural resources, and cultural heritage”. In Community Based Tourism Handbook, Suansri (2003) proved that community based tourism has 10 principles, here they are: (1) to involve and empower the communities to ensure the transparent ownership and management, (2) to establish partnership with related stakeholder, (3) to obtain the recognition from the relevant authority, (4) to improve social prosperity and maintenance the human dignity, (5) to include the fair profit sharing and transparent mechanism, (6) to increase the relation between local economy and regional, (7) to respect the cultures and local tradition, (8) to contribute for natural resources conservation, (9) to raise the quality of visitors’ experiences through strengthening the meaningful host and guest interaction, (10) to work against self-sufficient finance.

## **BAB III**

### **METHODOLOGY**

#### **A. Research Methods**

This study uses a case study method in which is one of the qualitative research methods. Indeed, it focuses on one case or several cases deeply. The method put the writer to explore a particular phenomenon (case) in a time and activity (program, process, institution, or social group), and collect the information for certain period. The case study has purpose to provide a detail description of background, nature, and character that is being characteristic of the case, then, it is generalized or general (Nazir, 1998).

#### **B. Analysis Unit**

Analysis unit is one of the basic components of the case study which explains about what the case is. Analysis unit relates to the problem of determining what is meant by “case” in the concerned study (Yin, 2012).

To map this case, so it is drawn an approach Community Tourism Development by beach attraction (Coastal Tourism) as one instrument that is bale to support the implementation of Nawa Cita – Maritime Axis.

### **C. The Kind of Data**

In this study uses two data in which are primary data (direct interview) and secondary data. The primary data consists of two groups, here are: (1) state actors, they are district government of Gunungkidul, government of Tepus village, and SAR team or beach police. (2) informal actors, namely the restaurant owner of Indrayanti, merchant community, and *Kelompok Sadar Wisata (PokDarWis)*. By dividing the primary data into the two groups, it is expected be able to see clearly the role to each actor to actualize a tourism area that empowers Pulang Syawal beach’s community. The secondary data is additional data that is used as elaboration of the primary data such as relating theory literature, Handbook Nawa Cita Jokowi-JK, Law number 10 of 2009 about Tourism Business, Law number 32 of 2004 about Local Government, and the other legislation instruments.

### **D. Technique of Collecting Data**

In this study, collecting the data is based on six evidences, namely: using documents, archive recording, interview (open-minded method, focused and structured interview), direct observation, participant observation, and using of supporting physical devices (Yin, 2012).

### **E. Technique of Analysis Data**

Here are the following technique of analysis data that has been gained during research process: collecting field data, analysing the primary and secondary data, data generalization, and drawing a conclusion of the existing data explanation.

## **BAB IV**

## **DISCUSSION**

### **A. Local Coastal Tourism Development**

In the next five years, marine conservation is going to be managed sustainably into 17 million hectares and increasing conservation areas are 700 hectares, (3) application of best aqua-culture practices for superior commodities, (4) designing coastal layout that supports the performance of maritime and fisheries development. The program also applies the approach of layout and environment development sustainably through: (1) developing the central areas of new economy changes in coastal area, small islands, and border area, (2) expanding integrated layout area between government and land sea level, (3) evolving and implementing sustainable

national production system, (4) educating consumers to understand and practice a friendly environment lifestyle, (5) exploiting prudentially non-renewable natural resource (not damaging the environment). Developing spatially over NKRI.

In the regional context that is according to the focus of this study takes the sample from Gunungkidul, DIY in which has conformity with the government programs that are expanding the coastal tourism and developing Indonesia from outskirt areas. Nawa Cita program and Maritime Axis have similarities with grand design of DI Yogyakarta development on which is “*Among Tani Dagang Layar*” that *Among* (service sector) and *Layar* (marine or coastal sector) become the main pillar of economic development in DI Yogyakarta. In this context, it has been harmonized with *Rencana Induk Pengembangan Kepariwisata Daerah (RIPPARDA)* Gunungkidul that divides its regions into 6 strategic tourism areas or *Kawasan Strategis Pariwisata (KSP)* in which *KSP* based beach tourism approaching 3 *KSP* of 6 *KSP*. The coastal *KSP* policy has showed positive implication by increasing the tourists visit to Gunungkidul and contribution of income toward the area that increase every year continually.

Gambar 1.1 PAD Gunungkidul’s Tourism and Tourists Visit

In 2010, the contribution of PAD in tourism sector is 1.3 billion and increasing significantly into 6.1 billion in 2013. In especially, PAD is supported by retribution of beach tourism as big as Rp 1.524.360.000 (2010), then, it increase up to Rp 2.749.293.000 (2012) (*Dinas Budaya dan Pariwisata* or Culture and Tourism Service, Gunungkidul, 2013). Certainly, seeing the relevance and effectiveness of coastal sector development in Gunungkidul are able to open up the new opportunities for each region. In this case, it supports the national program of Nawa Cita and Maritime Axis of Jokowi-JK that increases in the coastal line and the number of areas in the coastal zone that has not developed their coastal tourism yet.

## **B. Spatial Development and Establishment of Pulang Syawal Beach Area (Indrayanti)**

Pulang Syawal area (Indrayanti) experiences the rapid development in various aspects both of the involved actors, tourist attraction areas, rate of tourists visit, and ecological and environmental management. The spatial expansion and tourist areas of Pulang Syawal beach development occur fully from 2009 until 2014.

According to Nawaning (2013), Indrayanti beach areas development follows the phase of Miossec tourism development 0 to 4. In 2009, in 0 to 1 phase that limits to a quiet coastal area and have no massive development, and there is still a simple restaurant belongs to Mr. Arif (private sector). In 2010, an inn in coastal area is built by private sector, then, ever had stopped due to private sector conflict with the local communities. In the 2<sup>nd</sup> Miossec phase, the success of private sector (private) does an intervention to the spatial areas, on the other hand, Gunungkidul Regional Government has a limited contribution and there is a resistance from the local bureaucracy. In 2011 on the 3<sup>rd</sup> and 4<sup>th</sup> phase, the development spread to all SG lands

and the investment of private sector increase rapidly to build the restaurants, inns, food stands, and the other facilities. Pokdarwis KOMPAK appearance as a local community that provides umbrella rental in the coastal areas and Indrayanti beach is more familiar to change the name as Pulang Syawal beach. Then, in 2012 to 2013, most of the private sector is the dominant actors who controlled Indrayanti beach areas either in social effect or in spatial structure. Multiple Effect occurs by developing surrounding beaches such as Somandeng beach, Sundak Timur beach, and Pok Tunggal beach that are more crowd. There are new additional actors such as Pokdarwis PSK and Watu Gilap. The physical development on Indrayanti had been built 9 inns, 19 food stands belongs to the community, 11 bathrooms/lavatories, 8 clothes shops, and 9 parking areas (Narwaning, 2013). As the field observation in 2014, there was an extensive additional of Indrayanti restaurant (the main actor of private sector); there was a block of dividing management areas among Pokdarwis KOMPAK, Pokdarwis Watu Gilap, and Pokdarwis PSK.

### **C. Community Empowerment Through Managing *Kelompok Sadar Wisata (Pokdarwis)***

A reflection of the theory can be seen of the Pulang Syawal beach management that the existence of Pokdarwis is not only to fulfil the pillar of Power Over, but also Power To, and Power With for its entity. Institutionally, Pokdarwis has bargaining power of policy making process relating to the coastal management. The number of Pokdarwis is 3 groups with the members approximately 100 people who have been able to balance and partner with the investors and government of Gunungkidul. Implemented Power With of collective action such as routine beach cleaning activities, making local regulations about the coastal areas conservation, and the other collaborative activities with various stakeholders have put Pokdarwis in which is not only as development object, but also as an active contribution development. The fact also is able to respond 3 empowerment dimensions (Rowlands, 1998) that consist of Personal Empowerment (develop individual consciousness and confidence), Relational Empowerment (improve negotiation ability and effect relational decision), and Collective Empowerment (collective actions to change the oppression of social structure). Pokdarwis is as an institutional model of “collective self-empowerment” as called by Friedman in The (dis)empowerment model that is able to bring the economy of poor households (the community surrounds Pulang Syawal beach) to the central of social power namely Pulang Syawal beach as its ideological space.

The synergy of the Pulang Syawal (Indrayanti) beach case study provides more space both for private sector and Pokdarwis as the initiator of development who have effectively manage the beach. There is a division of performance and actors management including the development by private sector and Pokdarwis (Developing ODTW, accommodation, and human resources) and by government (infrastructure, institutional, regulations, and empowerment or training for human resources especially local communities). The target that there is an increasing quality of tourism

and low resistance with the achievement indicators of Community Tourism Development and the other multiple impacts including regional independence and increasing of PAD Gunungkidul. In the end, the outcome of general prosperity can be achieved. Here are the following maps of actor functions:

1. Government (Regional Government and Local Government DI. Yogyakarta)  
The potential database inventory and beach investment, making technical regulations for tourism investment, a sustainable Pokdarwis training program, providing the facilities and supporting infrastructure, making routine forum for stakeholder (*Musrembang*), restructuring the Pulang Syawal beach management bureaucracy, getting open-minded toward the investment or private sectors to develop the competitive tourism, doing environment spatial arrangement.
2. Pokdarwis – Local Communities  
To develop the alternative tourist attraction object or *Objek Daya Tarik Wisata (OTDW)* such as tracking, fling fox, home industry products, and getting open-minded toward a change including more open process to the importance of the assistance from Regency Government Gunungkidul because it is more incline to the role of investor or private sector.
3. Private Sectors  
Involving the participation of local communities and accommodating local wisdom to the community, symbiosis of mutualism (partners) between the investors business and community business and not to compete (for instance, hotel business in Borobudur), implementing the tourism industry environmentally investment especially in this case, pulling back the building according to the border line and making a garbage disposal system to the landfill, getting open-minded that Pulang Syawal coastal is public space, not commercial space and being commitment to the tourism based governance development is not for sale or purchased.

Reflecting from the description of the approach to the community empowerment, the institutional and its bargaining power is not excessive if Pokdarwis Pulang Syawal has sufficiently fulfil than the indicators of Community Based Development that is based on Community Based Tourism Handbook, Suansri (2003) showed that tourism based community has 10 principles, namely: (1) to involve and empower the communities to ensure the transparent ownership and management, (2) to establish partnership with related stakeholder, (3) to obtain the recognition from the relevant authority, (4) to improve social prosperity and maintenance the human dignity, (5) to include the fair profit sharing and transparent mechanism, (6) to increase the relation between local economy and regional, (7) to respect the cultures and local tradition, (8) to contribute for natural resources conservation, (9) to raise the

quality of visitors' experiences through strengthening the meaningful host and guest interaction, (10) to work against self-sufficient finance.

Beside the best practices, Pulang Syawal tourism also has the challenges that have not fully resolved optimally, namely:

1. Parking Area

Pulang Syawal beach (Indrayanti) is one of the most crowded beaches in the south coastal Gunungkidul. Indrayanti beach has not provided a sufficient parking area on the holiday. Less parking area and the geographical condition of narrow hills on Pulang Syawal beach (Indrayanti) causes many vehicles are put on the main road so that it will disturb the visitors and community access.

2. Waste Management

The solid wastes management has been managed well. The solid wastes are collected and carried to the final disposal, but the liquid wastes of the Indrayanti beach have not managed. If the liquid wastes are neglected, they are able to pollute and disrupt the beach ecosystems.

## **BAB V**

### **CLOSING**

#### **A. Conclusion**

The tourism development especially Coastal Tourism has a prospective rate in the future by an appropriate optimizing with the national development planning by Jokowi-JK through the strategic plans Nawa Cita and the conception of Maritime Axis. By understanding to the tourism development, it is based on the community empowerment (Community Tourism Development) that focuses on: (1) to involve and empower the communities to ensure the transparent ownership and management, (2) to establish partnership with related stakeholder, (3) to obtain the recognition from the relevant authority, (4) to improve social prosperity and maintenance the human dignity, (5) to include the fair profit sharing and transparent mechanism, (6) to increase the relation between local economy and regional, (7) to respect the cultures and local tradition, (8) to contribute for natural resources conservation, (9) to raise the quality of visitors' experiences through strengthening the meaningful host and guest interaction, (10) to work against self-sufficient finance. Then, the participation, supports, and the success in local level such as in the best practice management of Pulang Syawal beach (Indriyanti) in DI Yogyakarta are able to optimize the Community Tourism Development conception and the synergy between actors in which is an important aspect that can be applied in another area in order to realize Nawa Cita completely in the all regions. The strategy for developing the coastal tourism attractions Pulang Syawal beach by active participation in the communities, packaging of tourists attractions, being commitment to environmental awareness and institutional governance in which the keys to success for the destination to grow continually. According to this case study, it will be concluded that realizing Maritime

Axis and Nawa Cita are the responsibility and requiring the active participations of all Indonesian people with all various maritime potentials in each region. Then, it is not only central government's centralistic duties.

## **B. Suggestions for Writer and Another Study**

In the further research and writing relating to the development of the coastal tourism areas, Pulang Syawal beach require to analyze toward Best Practice study that are including about: (1) the development strategy in the backward districts because Gunungkidul is one of the backward areas in DI. Yogyakarta, (2) the development direction changes, tourism management and the role of village governance after being implemented the regulations. The Pokdarwis still holds on the group's decree that has not developed into Village-Owned Business Entity or *Badan Usaha Milik Desa (BUMDES)* so that the village regulations needs to be initiated by its institutional, (3) the development and integration of cultural tourism attractions which there are actually many local traditions in Tepus (the location of Pulang Syawal beach) such as village cleaning, Rasulan and Jathilan that have not been showed optimally in the special stage of the Pulang Syawal beach.

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