An Empirical Study of Coastal Tourism Development Strategy in Pasir Padi Beach of Pangkalpinang City Indonesia

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ABSTRACT

This paper examines how the local authorities strategies to develop coastal tourism using Integrated Coastal Zone Management as a sustainable tourism in Pangkalpinang City that can give benefits for social, economic, and environmental, and can overcome the constraining factors that authorities faced. The results show that for development is not running well in practice, in so far as strategic planning should be consistent among strategies, goals, orientation, and implementation. This is a challenge for local authorities to be able to coordinate with the private sector and local communities in developing sustainable tourism.

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1. Introduction

Tourism is considered as one of the strategic industries that many countries earn foreign exchange from tourism sector. Pangkalpinang city as a capital city of Bangka Belitung Province has a coastal tourism which is potential to develop, namely Pasir Padi beach, considering that the location is near the center of the city, it is not only has an easy access from the air port and but also close to the harbor.

Pangkalpinang already set up some short and long term strategies for the development of coastal areas, but it seems that it did not run well from the problems faced by the government and local people. Therefore the tourism focus of Pangkalpinang city, Pasir Padi beach, needs to be evaluated and developed in such a way to make it more interesting while preserving the area, since beach areas are prone to damage if not maintained properly. This will make it a sustainable coastal tourism for now and future. Hence, this research was conducted to analyze and examine the strategic planning of sustainable tourism development of Pasir Padi, and

analyze the supporting and constraining factors in the development in Pasir Padi beach.

2. Theory

A coastal area is an area that is closely related to the livelihood of many people, especially people who live in the area. According to Masyhudzulhak (2011), a coastal area is the junction between the influence of land and sea, toward the ground until the area that is still in the influence of the seepage of sea water and sea breezes, and the direction to the sea until the area that is still in the effect of fresh water that has a variety of resources. Bengen in Apridar *et al* (2011) states that the coastal area is an area of land and sea that meet at the shoreline, where the land area covers an area flooded or waterlogged influenced by ocean processes such as tides, sea breeze, and the intrusion of sea water. The sea areas include waters which are influenced by natural processes such as land sedimentation and fresh water flow into the sea, and the waters that are affected by human activities on land. Based on the two definitions above, the coastal area covers two main areas, namely

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land and marine areas, which store various kinds of resources, either on land or in the ocean.

Coastal areas have a wide range of potential, including as a major food source containing protein (especially animal protein derived from fish, shrimp and the like), the wealth of oil, gas and other mineral potential in mining, tourism potential, residential and industrial development. Therefore, the coastal area becomes a strategic area to be managed in order to meet the livelihood of people. Management of coastal areas of course involves many stakeholders, so that the various interests are met on behalf of coastal development.

By looking at the tourism potential possessed by the coastal areas in terms of increasing public welfare, development of a tourist attraction is necessary because tourism development is considered to have a positive impact on economic activity in the community.

With the government carrying out development in areas that have tourism potential, it can drive the surrounding economic activities, ranging from small to medium sized businesses, reducing the number of unemployed with available jobs, and can improve local revenue for prosperity. Gamal Suwanto (2004) argues that many countries use tourism as a development strategy because a large literature indicates that the tourism sector makes a positive impact in the economy of the country itself. Those impacts are job opportunities, increasing income, and regional development enable by foreign currency inflows to local governments.

Therefore, tourism resources should consist of the following major components.

a) Natural Resources

According Pitana and Diarta (2009) natural resources area part of tourism resources. The elements include trees, air, water, coastal area, and panorama, which will not be used for tourism unless they fulfill human needs.

Fennel (1999), as quoted by Pitana and Diarta (2009), states that natural resources can be developed into tourism resources, such as: 1) water, 2) vegetation, 3) landform and topography, 4) geographic location, 5) surface materials, 6) weather and climate, 7) fauna.

b) Human Resources

Human resources area main part of natural resources, that will determine possibilities for tourism. Everything related to the activities of tourism will be driven by human factors. MacIntosh (1995) in Pitana and Diarta (2009) gives an overview of the various career opportunities in the tourism industry driven by utilizing human resources, such as in the fields of transportation, food and beverage service, accommodation, travel, shopping etc.

Still according to MacIntosh (1995) in Pitana and Diarta (2009) there are some careers that support the

tourism industry which require human resources, such as airlines, bus companies, cruise companies, travel agencies, rental car companies, railroad, tour companies, hotel, motel, resort, food service, tourism research, travel journalism, tourism education, attractions, tourist offices and information center, recreation and leisure, meeting planner, gaming, convention and visitor bureaus.

c) Cultural Resources

Culture is one of the attractions in the tourism industry, so some of the behavior of tourists visiting destinations is because of the uniqueness of the local culture. The type of tourism according to the purpose of journey, one of which is cultural tourism, is meant to enrich the information and knowledge about other countries and to satisfy the needs of entertainment (Yoeti, 1996). Cultural tourism can be seen as an opportunity for tourists to experience, understand, and appreciate the character of the destination, the richness and diversity of culture.

However, tourism is claimed to cause damage to the environment, as the consequences are:

- Changes in land cover and land use;
- Energy use;
- Biotic exchange and extinction of wild species;
- Exchange and dispersion of diseases;
- Changes in the perception and understanding of the environment; and
- Water use.

Therefore, the needs of planning for the short term and long term must be integrated and well implemented to improve all aspects of tourism, from perspective of economic benefit for local and surrounding people, preservation of the natural environment, and moreover enrichment of the socio and cultural conditions around tourism the area.

2.1 Integrated Coastal Zone Management and Sustainable Tourism Development

Coastal tourism's success depends on how government and stake holders manage the area. The damage that usually happens and needs taking care of is beach loss, habitat and natural resources declines, and pollution. Therefore, the government with holistic approach of Integrated Coastal Zone Management should implement the sustainable tourism with key points:

- Good Governance;
- Ecosystem approach;
- Protection of characteristic;
- Inter and intra-generational solidarity; and
- Preventive principle.

As an interconnected system, tourism planning should be integrated, not only between physical and institutional elements, but also the factors of supply and

demand. With integrated development, the policies, planning and program gives benefit to all parties effectively. One of the big challenges is managing the coastal tourism in sustainable manners for the long term.

2.2 Strategic Planning for Sustainable Tourism Development in Coastal Tourism

The strategic planning is crucial for sustainable tourism. Sustainable tourism can be applied in more sectors than tourism and travel industries. Moreover, to what extent the conservation of bio-diversity can change the mass tourism to be a positive force is yet to be reviewed (Christ et.al, 2003). Good planning from tourism and management is essential to optimize positive impact and minimize negative impact sustainably. Tourism planning should be flexible, adaptive, and clear.

The table below shows the benefit if government makes a good plan for developing sustainable coastal tourism.

Table 1 Sustainable Coastal Tourism Benefits

Social	Economic	Environmental
Provides diverse opportunities for recreation, leisure and cultural activities and thus improves the quality of life	Supports sustainable economic activities and thereby ensures income in the long run	Ensures integrity of the coastal environment and biodiversity as a natural system
Helps resolve conflicts	Allows better zoning and use allocation	Ensures the sustainable use of natural resources
Strengthens institutional frameworks and enforces cooperation among stakeholders on the basis of shared objectives	Improves management (legal framework, risks, help to the decision-making process) and thus permits gains inefficiency and time	Preserves and improves natural areas (habitats, species and biodiversity)
Provides security from natural hazards and risks	Develops new economic instruments to finance environmental protection	Improves pollution control
Raises public awareness and favors	Promotes environmentally friendly	Improves beachfronts and soil alteration

Social	Economic	Environmental
information exchange on sustainable development and environmental issues	technologies and cleaner production for the markets of tomorrow	management
Encourages broader public participation	Adds value to products through eco-labeling schemes	Integrates river basin management

Source: Author's Summary, 2016

Strategic planning for sustainable tourism development in coastal areas or SPSTD must be comprehensive and gathered from principles or guiding sets as shown in Figure:

Figure 1 Principles for Strategic Tourism Planning

Source: United Nations Environment Programme 2009

3. Research Method

This study is an empirical research with a qualitative approach. The researcher presents the qualitative data in narrative and images, while quantitative data are presented in table, graphs, and figures. These data displays are expected to help the readers to understand about coastal area development.

In this research, the researcher doing the interview with the local authorities (Department of Culture, Tourism, Youth and Sport) whose manage the coastal tourism area. The informant explained the condition and circumstances as background of the research, and then the researcher doing the observations conducted by visiting and observing directly to the location of the study.

The researcher also reads documentation (public documents such as books, journals, annual reports, articles, newspapers, power point presentations, and websites). Documents used in this research include regulations (Presidential Regulation, RPJMD of

Pangkalpinang City, Strategic Planning document or RENSTRA of DISBUDPARPORA of Pangkalpinang City, etc), books (coastal tourism etc), journals and articles related to this topic.

4. Results and Discussion

4.1 Strategy to Develop Pasir Padi Beach as a Coastal Tourism Area

To maximize the positive impacts and minimize the negative impacts of sustainable tourism requires good planning for tourism planning strategy management. It uses the same basic concept as the general planning approach, but is harmonized with the tourism system. Sustainable tourism planning should be a flexible, adaptive, and transparent process. Coastal tourism development strategy of Pasir Padi beach in Pangkalpinang is based on sustainable planning, which later in this chapter will be analyzed through the SPSTD model as described below.

4.2 Stakeholder Involvement

In the development of tourism in any sphere, stakeholders take an important place to be involved in arrangement plans and processes, to ensure the implementation and process of the development that will be run well in many sectors, both public and private as well as local people. Pasir Padi beach is managed under local government of Pangkalpinang city. In the development of Pasir Padi, the government of Pangkalpinang did not involve stakeholders and the private sector starting from the planning strategy, and then during the process. Local government only involved the private sector in terms of investment for hotels and resorts. There was no more involvement whether in the consultation of coastal area development or in the planning itself.

4.3 Strategic Planning Approach

Strategic planning of tourism can start from the vision and mission. Pasir Padi beach has vision to be an excellent coastal tourism area, popular and sustainable while being a part of the city's service and trade sectors. The missions are:

- a) Being the center of economic growth in Pangkalpinang city;
- b) Developing the potency of nature and culture; and
- c) Being a role model of sustainable coastal tourism.

The plan can be formulated for the development of the coordination of these agencies as follows:

- a) Evaluation and synchronization of legislation of tourism and related fields as a basis for the preparation of institutional organizations;
- b) Synchronization of development programs in various sectors related to tourism to support the development of tourism;

- c) Actualization and mapping the strategic issues in the field of institutional coordination of regional tourism. Included in this is the institutional coordination of natural resources, cultural resources, institutional promotion, and marketing; and
- d) The establishment of local tourism development information media that present data and information relevant to the development of tourism and related sectors.

4.4 Integrated Coastal Zone Management (ICZM)

Pasir Padi beach, as an example of sustainable coastal tourism in Pangkalpinang City, requires ICZM management to achieve the goal of sustainable tourism development. By applying ICZM as the process of managing resources related to various sectors, ICZM has the following objectives:

- a) Protecting the environment;
- b) Maintaining the functional integrity of the system of coastal resources;
- c) Facilitating the development of multi-sector progress; and
- d) Reducing the conflicts among governments, private sector, and local communities over resource use.

The ICZM process can be formulated as follows:

- a) Identified issues and problems
 1. Physical environment
 - People using rocks and sand for their private business, which his destroying the coast
 - Lack of funds and lack of planning for abandoned land; stalls are not well organized.
 - Lack of cleanliness.
 - Lack of lighting in beach locations.
 - Difficulty in obtaining information, maps and directions.
 2. Natural Environment
 - Threat of abrasion and erosion.
 - The unavailability of clean water.
 - Lack of trees and green areas.
 3. Cultural

There is no support and involvement from the local government to organize events and ceremonies. Most of the events are held by the private sector and local communities.
 4. Socio-Economics

The local community of arts and culture, small industry, and tour guides is unorganized and not well managed. It does not support nor is involved in government programs or events.
 5. Relevant Actors

There is a lack of coordination and cooperation amongst local government, local people, and the private sector to develop sustainable coastal tourism.

b) Formulate strategy and programs

Table 2 Strategic Planning of Pasir Padi beach

Strategic Planning of Pasir Padi 2015 - 2020	
Strategy	Program
Increase quality of human resources, local and small industry and local community.	<ul style="list-style-type: none"> • Improve and develop standardization of human resources quality based on national and ASEAN competency standards. • Improve vocational schooling and give more practical training. • Develop local community groups in terms of tourism, such as tour guide associations, and many more.
Provide facilities and public transportation system directly to Pasir Padi beach.	<ul style="list-style-type: none"> • Propose funds to build more roads and improve the quality. • Dedicate public transportation specifically for tourism. • Prepare public transportation which is safe, clean, convenient and affordable through cooperation with private sectors.
Fix the management system of tourism attractions.	<ul style="list-style-type: none"> • Establish special bureaus or divisions to manage the coastal area engaged with stakeholders and local people. • Manage the basic needs facilities (water, electricity, and lighting) • Improve the participation from society to plan and manage the development of coastal tourism.
Develop partnership through improvement of the surrounding business and accommodation.	<ul style="list-style-type: none"> • Invite investors to build and develop hotels, resorts, restaurants, and outlets, facilitated by the management or government. • Build one-way tourism information centers which are integrated with private sectors and stakeholders. • Develop information system services for tourists.
Repair information system and maximize the program of visit Babel Archi 2010	<ul style="list-style-type: none"> • Include the programs of visit Babel Archi 2010 in all system information • Develop websites and information about Pasir Padi beach. • Improve publicity through media advertising and broadcasting.

Source: Revisi rencana induk pengembangan pariwisata daerah (RIPPDA) Kota Pangkalpinang, Tahun 2008-2017: laporan akhir.

4.5 UNEP/NWTO 12 Sustainable Tourism Aims

UNEP and UNWTO (2014) already set 12 aims in proposed Strategic Planning Process for Sustainable Tourism Development below:

- Economic viability aims to ensure that tourism will deliver benefits in the long term. Pasir Padi has a large area, but so far it attracts less investors for building restaurants and large resorts. It will benefit government and local people in terms of economic and income if government can cooperate, and attracts more investors in building more restaurants and resorts;
- Local prosperity means that tourism contributes to the local area. Pasir Padi beach has only one restaurant and some small stalls. Unfortunately the area is not well managed by government, so it can be seen that the stalls in the surrounding area, which are important small business activities for local people, are chaotic and not well arranged. Thus, coastal tourism in Pasir Padi beach so far did not bring economic benefit for local people;
- Employment quality aims to enable tourism to improve employment opportunities. Unfortunately, tourism in Pasir Padi has not improved employment. Coastal tourism in Pangkalpinang aimed to train local guides, but it did not succeed. Moreover, business activities in the area are not adequate for the number of local people. Thus, businesses (hotels and restaurants) could not absorb the large number of unemployed locals;
- Social value has a goal to improve income, services, and opportunities for local residence. So far, the emergence of Pasir Padi beach has not brought significant changes or improvement. There are no motorbike or rental car services in the area of Pasir Padi;
- Visitor fulfillment aims to provide the needs of visitors, to give a good experience and satisfaction. Natural tourism is depending on a healthy natural environment. To support the satisfaction of visitors, the public spaces must be maintained, such as green areas, public facilities, sitting areas, and cleanliness. Pasir Padi beach unfortunately has no green areas, and the public space is dirty since the waste products are not managed properly;
- Local control involving government, stakeholders, and local people in the planning for sustainable tourism development. So far, the management of Pasir Padi beach has not involved all parties for coastal tourism.
- Public welfare is needed to improve and strengthen the quality of life of local people. It needs good infrastructure and access to resources. Lack of clean

water and road infrastructure is a problem, while the lack of street lightning for the night creates a feeling of insecurity. This means that the access around the area is not well managed;

- h) Cultural richness is a part of historic heritage that should be preserved. Pasir Padi beach holds annual cultural events but needs a lot of support and involvement from government, such as to promote the events;
- i) To improve the landscape quality and avoid abrasion at coastal areas, government already builds breakwaters. It is a good strategy to protect the shore line and natural scenery. It requires good collaboration with all parties to make the landscape look better to preserve the area;
- j) In Pasir Padi beach there is no program to support the conservation of natural bio diversity. So, it needs to be formed in the next program for tourism development planning.
- k) Environmental purity is managing and minimizing pollution. The government has not involved the private sector yet, nor has it established public-private partnership programs in managing the waste products. This led to Pasir Padi beach being polluted; and
- l) Resource efficiency is minimizing the use of scarce and non renewable resources in development of tourism facilities and services. Here, Pangkalpinang city has a limited budget for managing the efficiency of resources. It depends on government funding and decisions to spend it wisely.

4.6 Tourism Carrying Capacity Assessment

In analyze the impact of tourism development in order to improve tourism growth and related physical development without degradation, a tool named TCCA or tourism carrying capacity assessment is needed. Tourism carrying capacity assessment in Pasir Padi beach is described as follows.

a) Environmental capacity assessment

Tourist attractions in principle cause damage and environmental pollution. Damage and contamination will degrade the quality of beaches and forests. Therefore, prevention efforts need to be undertaken to provide guidance. A system of tourism industry or constructions of facilities and utilities efforts have the obligation to maintain the tourist environment. Tourism activities, tourism service activities or construction of facilities/ utilities could potentially have an impact and will be formulated in prevention and mitigation activities.

The concept of neighborhood development efforts requires that anyone or any institution that has the initiative to build facilities/ utilities for tourism should prevent and control the impact caused by its activities.

Government or related agencies responsible for the development of tourism area party that acts as a watchdog.

b) Socio-cultural capacity assessment

Socio-cultural development for the benefit of tourism is the utilization, protection and development. Protection is an effort to maintain the authenticity of traditional arts and culture of foreign cultural influences and irregularities in utilization. Development is an effort to improve the quality and quantity of traditional art and culture of those who live in the midst of society without losing the values contained within. Beneficiaries are the empowerment of art to meet the needs of the public mind in the event that is both sacred and profane. The activities of the arts and culture or local culture that seemed material or tangible such as song, dance, traditional music, traditional games, ceremonies, religious ceremonies, traditional clothing, as well as the invisible material or intangible art and culture such as philosophy expressions traditionally, poetry, local history which must be revitalized and re-actualized.

Events, art and culture associated with the above as a cultural festival, performances of art and culture, the cultural festival Malay Islamic world such as *nganggung* tradition and Chinese culture festival such as Chinese New Year, Peh Cun festival, should be packed with good and interesting features that are a trade mark of Pangkalpinang, and should be an attraction to make Pasir Padi desirable tourist destination.

The emergence of art and culture in the society is a good resource. Through art and culture, it will reveal the characteristics and give contribution to community life. The development of art and culture in this area need attention and less desirable because of the dependency of local residence into tin mining and pepper field, so that art and culture as a less profitable activities.

4.7 Supporting and Constraining Factors in the Development of Pasir Padi Beach

In the development of coastal tourism in Pasir Padi beach of Pangkalpinang city, observation and in-depth interviews result in correlating to the supporting and constraining factors in various aspects, as can be seen from the Figure below:

Figure 2 Coastal Tourism Development Correlations
Source: UNEP, 2009 (proceeded by author's)

4.8 *Supporting Conditions of Coastal Tourism Development*

a) Pasir Padi beach natural attractions

Pasir Padi is one of the natural attractions and potential tourism object in Pangkalpinang city. Pasir Padi is a more natural beach and has more beautiful landscape than other beaches.

b) Small islands natural attraction

The emergence of small islands as natural attractions in Pangkalpinang city has the potential to develop coastal tourism in Pangkalpinang city.

c) The availability of hotels and restaurants

Not many natural attractions Pangkalpinang city provides amenities of accommodation such as hotels and restaurants to support the development of coastal tourism by fulfilling the needs of visitors.

d) Road accessibility

In developing coastal areas usually the availability of access such as roads are restraining factors. In Pangkalpinang city, they already provide the road accessibility to support the development of coastal tourism so that visitors can reach the coastal area easily.

e) Strategic Location

Pasir Padi beach has great potential to support the development of coastal tourism in Pangkal Pinang city, and it is in the strategic location near the city.

4.9 *Constraining Factors of the Coastal Tourism Development*

a) Competition with other areas with potential

There are some areas with similar potential to Pangkalpinang city. Thus, the competition with other areas for visitors is very tight.

b) Rocks and sand damaged by the people

Some local people and businesses around Pasir Padi beach often damage their environment. They are not aware of the value of the environment and damage it by using rocks and sand for their private business. Hence, they are destroying the coastal area.

c) Threatened abrasion

The environmental factors also constrain the development of coastal tourism, such as abrasion, which cannot be handled by government.

d) Abandoned lands not yet developed

There are many idle blocks of land that not have not been developed yet due to factors such as lack of funds and lack of planning.

e) The community around the area has not yet to organize itself for tourism

Community around the area is not well organized to support the development of the coastal area and governmental programs.

f) Lack of cleanliness in the public space

Trash is scattered around the area of Pasir Padi beach. The dirty and unclean area is disturbing the

development of coastal tourism and makes visitors unwilling to visit Pasir Padi beach.

g) Stalls are not well organized, and make the tourism area appear like a slum. There is no traditional architectural touch to make the stalls appealing. They should be well organized so that it can attract tourists to visit Pasir Padi beach.

f) There is no street lighting to the beach location

The unavailability of lighting in beach locations discourages tourists from wanting to visit Pasir Padi beach. Visitors who especially want to enjoy sunset are unwilling to visit Pasir Padi due to the insecure condition because the lack of lighting makes it too dangerous for them.

g) Unavailability of clean water

The unavailability of clean water is a drawback for visitors to Pasir Padi beach.

h) Tourist attractions provide little information, maps and directions for tourists

Government's lack cooperation with society and tourism agents. In addition they also do not provide information and publication regarding Pasir Padi beach and do not promote the attractions very well.

i) Unavailability of theaters and sports arenas and games

There are few supporting facilities such as theaters and other arenas such as sports and games to improve the convenient of visitors.

j) Lack of trees.

Lack of trees and green areas surrounding the beach, is reducing its appeal to visitors.

5. Conclusion

This research is concluded that the strategic planning of coastal tourism in Pangkalpinang for development is not running well in practice, in so far as strategic planning should be consistent among strategies, goals, orientation, and implementation. This is a challenge for local authorities to be able to coordinate with the private sector and local communities in developing sustainable tourism. In addition, in the handling of issues related to economic, social and environmental factors, the government should consider evaluating strategic development of coastal tourism in terms of the long-term future, which involves all relevant stakeholders and provides benefits to the local community.

For the supporting and constraining factors in development of coastal tourism in Pangkal Pinang City are:

a) Physical Environment

Located strategically near the city and easy to be accessed but unfortunately the beach is lack of cleanliness in the public space and street lights at the beach are unavailable.

b) Natural Environment

Pasir Padi is the most natural beaches and has more beautiful landscape than other beaches. But the Abrasion cannot be handled by government also it lack of trees and green areas.

c) Cultural

So many annual events or ceremonies held in Pasir Padi that attract more visitors. Unfortunately it is lack of local government support to organize events and ceremonies.

d) Socio-economic

There is local community art and culture, but not well organized and community around the area is not well organized to support the development of the coastal area and governmental programs.

e) Relevant actors

Between local government, local people, and private sector there is a lack coordination and lack of cooperation to develop sustainable coastal tourism.

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