

# Tourism Activities Development in Southern Coastal Province of West Java

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**Abstract**—Development of ecotourism in southern coast of West Java did not receive enough government attention and should be well managed with variation of interesting tourist activities. This study aims to identify, analyze opportunities and constraints in the development of tourism activities on the southern coast of West Java. The method used in this study was descriptive method. The sample locations in this study were Jayanti Beach, Rancabuaya and Santolo. Primary data was collected through observations and interview with questionnaires as the instrument. Secondary data was collected through pre-existing data from management or agency, literature review and internet to supplement data that has not been obtained either directly or from reference books. Data analysis used in this study are data reduction, data display and conclusion. Based on data analysis, most of the tourists (51% -74%) considered that tourism activity in three coasts were less attractive, fairly enough (20%) and enough (26%). Based on the analysis of the three coastal potentials, Jayanti Beach can be developed for culinary and edutourism destination, Rancabuaya Beach for camping, paragliding and fishing, and Santolo beach can be made into child friendly beach recreation. Development of activities on the three beaches will influence people's welfare.

**Keywords**—special interest tourism; tourism activity development.

## I. INTRODUCTION

Coastal areas are transitional areas between terrestrial and marine ecosystems that are affected by changes occurring in land and sea. Coastal areas have a wealth of habitats with high flora and fauna potential. Ecologically, the coast is very complex and has a high value of natural resources, such as fisheries, sand, sea water, microorganisms, mangroves, coral reefs, seaweed and so on. In the marine environment, existing global classification systems remain limited in their spatial resolution. Some are inconsistent in their spatial coverage or methodological approach [1].

However, shallow sub tidal coastal areas are constantly changed by such factors such as tides, storm activity, subsidence, and biotic activity [2].

West Java Province nowadays has potential resources that can be developed from the coastal area in the field of tourism.

The government is encouraged to design zoning coastal areas and identify specific beach to start as a primary natural attraction.

The rules concerning the tourism zone are contained in West Java Regional Regulation No.16 of 2013 on the Plan of Zoning of Coastal Zones and Small Islands of West Java Province Year 2013-2029 in Article 47. South Coast of West Java is an ecotourism area.

The inclusion of West Java southern coast into an ecotourism area is certainly not without reason. This is based on the potential such a physical condition in the form of a beautiful coastal landscape, sand beaches, rivers, hills, clean air, away from the frenzied urban as well as cultural aspects inherent in the community become an attraction for the development of environment-based tourist destinations or ecotourism. The development of ecotourism in the south coast of West Java is supported by the improvement of the increasingly southern route of the southern road.

The potential of the south coast of West Java requires good management and an attractive activities. Visitors do not only see the scenery when enjoying the tour but also demand activities that can increase their experiences [3]. The study of how activities can be done on the south coast of West Java has not received attention, whereas with interesting tourism activities tourists will likely return to the destination. Based on the statements above, it is important to conduct an analysis on the development of tourism activities in the south coast of West Java. Thus, this research was conducted to get an overview of tourism activity in south coast of West Java and then analyze the development of tourism activities that can be implemented in the region.

## II. LITERATURE REVIEW

Marine tourism is a type of tourism that exploits the potential of coastal and ocean area directly and indirectly [4]. Direct activities include boating, swimming, snorkeling, diving and fishing. Marine tourism cannot be separated from the activities of nature tourism which is often referred to as coastal tourism activities that take advantage of the potential of coastal environments as the main attraction. The form of marine

tourism can be different according to the characteristics of coastal and socio-cultural environment that exists in the coastal environment.

In general, marine tourism activities can give a big impact on various aspects, both positively and negatively [5]. Many marine ecotourism activity occurs in parts of the world that would be considered 'peripheral' in spatial, temporal and economic terms; yet to date no one has attempted to draw together the concepts of marine ecotourism and peripherality [6].

The development of marine tourism can cause environmental problems, both natural and social. The impacts of tourism activity leads to the birth of a tourism concept that is oriented towards ecological sustainability and community empowerment known as the concept of ecotourism. The concept of ecotourism is essentially a concept of tourism development that views tourism resources as part of an ecosystem where there is an interaction between environmental, economic and social systems so that the developers should consider the achievement of ecological, improved quality of life and economic sustainability. The concept focuses on not only conducting tourism activities but also related to environmental conservation and empowerment of local communities.

Ecotourism is a fusion of interests growing from environmental, economic and social concerns. Destinations for ecological tourism can be beneficial for communities, managers and governments. The definition of ecotourism as proposed by The International Ecotourism Society (TIES) in 1990 [7]. as follows: "Ecotourism is a responsible natural tourism activity by maintaining the authenticity and sustainability of the environment and improving the welfare of the local population". From this understanding it can be seen that ecotourism activities contains elements of awareness, responsibility, and commitment to environmental conservation and welfare of the community.

### III. METHOD

The method used in this research is descriptive method. The sample locations in this study were Jayanti Beach, Rancabuaya Beach and Santolo Beach.

Data collection techniques in this study was conducted by collecting primary and secondary data, as follows:

#### 1) Primary Data Collection Technique

Primary data was collected through observations, documentation and interview with questionnaires as the instrument in the field to determine the condition of the study sites. The locations targeted for primary data collection are Jayanti Beach, Rancabuaya Beach and Santolo Beach.

#### 2) Secondary Data Collection Techniques

The secondary data used are as follows:

- a) *Pre-existing data from management or agency regarding Jayanti Beach, Rancabuaya Beach and Santolo Beach.*

- b) *Study of literature, includes reference books related to the interpretation and ecology of Jayanti Beach, Rancabuaya Beach and Santolo Beach.*

- c) *Internet; to supplement data that has not been obtained from reference books on Jayanti Beach, Rancabuaya Beach and Santolo Beach, but with consideration.*

Data analysis used is according to [8] as follows:

- Data Reduction

The data obtained is summarized and then selected by focusing on the things that are important. Author also sought the theme and pattern based on the data.

- Data Presentation

In qualitative research, the presentation of data can be done with short explanatory clusters, charts, relationships between categories, flowchart and the like. By displaying data, it will make it easier to understand what is going on, to plan for future work based on what has been understood.

- Conclusion / Verification

The next step is conclusion and verification. The initial conclusions raised are temporary and will change if no evidence is found to support the next stage of data collection. But if the conclusions raised in the initial stages, supported by valid and consistent evidence when researchers return to the field to collect data, then the conclusion presented is a credible conclusion.

## IV. RESULT AND DISCUSSION

Jayanti Beach, Rancabuaya and Santolo are special interest tourism area of south coast of West Java which is part of the nine leading tourist areas in West Java province in accordance with the division of leading tourist areas in West Java development planning [9].

However, based on the development of its area, this southern part of West Java is considered relatively underdeveloped compared to other tourist areas, therefore it needs to be prioritized. Inadequate infrastructure conditions throughout the region have caused very limited tourism development in the region. In some parts of the region, public facilities and infrastructure are not yet available properly, which is proven by damaged roads and bridges in several sections of these areas.

The growing coastal tourism in the region is likely to lead to special interest tours for the limited ecotourism market segment. Marketing and promotions are only limited to certain adventure sports such as off road, paragliding, surfing and diving, or other special interests such as photography and natural observation.

Its development needs to be linked to the development of the region's economic with focus on the main tourist attractions

of each location in the region such as, sea, and jungle nature of adventure.

Based on the results of questionnaires distributed in three locations of Jayanti Beach, Rancabuaya Beach and Santolo Beach in general, tourists opined that tourism activities in three places is still lacking. Most tourists (51% -74%) considered that tourism activity in the three beaches are still lacking, 20% of them thought it was fairly enough and the remaining 26% thought it was enough. Furthermore, based on the origin of tourists who visit, almost all of them are local tourists, especially from Bandung and Garut.

#### *Development of Beach Tourist Activities at Jayanti Beach, Rancabuaya and Santolo*

Based on the criteria of coastal tourism activity and tourism potential of three beaches in this research, it can be analyzed the development of beach activities as follows:

##### 1. Development of tourism activities at Jayanti Beach

Jayanti Beach, with its main function as a fish landing base (PPI), has the potential for provision of fresh marine fish and can be developed into a culinary center of fish and fish processing industry, on the other hand, Bojonglarang Jayanti Nature Reserve, which is one of the conservation areas with abundant natural resources, can be developed into edutourism area.

##### 2. Development of tourism activities Rancabuaya Beach

One of activities that can be created in the area around Rancabuaya Beach is paragliding around Puncak Guha since its landscape is in the form of hilly areas directly facing the sea, makes it a perfect spot for aerospace sporting activity. The shape of Puncak Guha is in the form of plains with relatively wide grass stretch, becomes a suitable place for camping activities. Camping on the cliff facing the Indonesia Ocean certainly has a different sensation for tourists. The waves, the star-studded sky, the sunrise and the sunset become the advantages of this place.

Next is in Rancabuaya Beach itself can be built dock for fishing or can also serve as a place to watch the sunset (sunset). In some villas in Rancabuaya Beach has a vast expanse of grass can be used for group games. The relatively leafy trees along can be equipped with swings and benches to relax. Around Cidora Beach which is still part of Rancabuaya Beach can be used for ATV motorcycle riding activities, playing sand and beach rafting.

##### 3. Development of activities at Santolo Beach

Santolo Beach has a stretch of coral rock with shallow sea water of 15-50 cm and calm waves, which is perfect for playing the sea water and safe for children

(child friendly). It can also be used to play canoe (canoeing) for beginners. Adding to its attraction, on the island of Santolo there are Dutch water gates relics, estimated to be built around 1910-1913 for the alternative path of transporting spice to East Priangan.

To cross to the island of Santolo, fishing boats are ready to use and tourists are usually invited to see the sea water that flows into the river and back to the sea. The phenomenon where the sea level is higher than river only occurs in two places in the world in Indonesia and in France.

The development of transportation facilities in the South Coast of West Java creates an opportunity for the development of tourism sector in the region. It has become one of the priorities of seven priorities for West Java infrastructure development, which was resulted from a coordination meeting attended by the Coordinating Minister for the Economy, the Minister of Industry, the Governor of Bank Indonesia, the Governor of West Java and the Regents / Mayors on Wednesday 27 September 2017 (<http://jabar.tribunnews.com>). This was a step to reduce the development gap between North Coast and South Coast in West Java.

Tourism sector development by focusing on attraction, access, and amenity (3A) is a quick win through the development of thematic tourism destinations such as marine tourism, historical tourism, religion, and cultural-art traditions as well as tourist villages.

When the infrastructure is improved, the focus will shift to increasing tourists visit and creating activities that will attract tourists to stay longer in the region. The south path of West Java is a favorite touring route for the motorcycle community. On every weekend motorcyclists entourage through this path. Furthermore, to attract foreign tourists, the south coast of West Java can be utilized to hold international cycling events like Tour de Ijen in Banyuwangi and Tour de Singkarak in West Sumatra.

One of the challenges in development of tourism activities in Jayanti Beach, Rancabuaya and Santolo lies in the aspect of human resources. Therefore, local counseling and training on tourism is required simultaneously. This counseling and training is aimed at the tourism community such as tourism promotion group (*kompepar*).

## V. CONCLUSION

South West Java has not been maximally utilized for tourism, so the economic impact is still low on society. Although infrastructure development (roads) is improving, South coast of West Java is still a path that just passed by, not yet a tourist destination. Natural constraints such as the big

south coast waves and the dominant rocky shore make the development of tourism activity is still limited.

Community understanding towards tourism potential in Jayanti Beach, Rancabuaya and Santolo is still lacking. Creativity is needed in the development of tourism activities, and it also requires education and training for citizens or community because they are the drivers of tourism in their respective areas. Attractive tourism activities will attract tourists to stay longer and spend money which will become economic advantage for people around the tourist attraction.

People are still hoping for an investor to build a tourist area in the area. Unfortunately, when investors come they need workers who fit the criteria they have set. This causes residents to become a spectator instead of getting involved in the business.

Natural barriers should not be an obstacle to develop tourism activities, it is a challenge to become more creative and change it for the better. The development of tourism activities should also come from the community instead of relying fully on the program from the government. The community must be empowered to independently maintain the area for more diverse tourism activities. Examples of this form of empowerment include: the formation of a group of tourism drivers to develop tourist activities and maintenance of tourist areas, such as in the area of Santolo Beach where shallow rivers should be dredged in the sand, so as not to damage the boat. In Rancabuaya Beach the docks can be built for tourists fishing activities, enjoying the sunset and taking pictures. On the other hand, Jayanti beach

certainly needed an arrangement of culinary place so that tourists will be more comfortable enjoying the sea dish there.

In conclusion, the implication of this research was a comparison between many beaches from one single coastline that has to be managed differently according to their potentials. Recommendation for future research relates to promotional strategy that can be applied for community and tour operator.

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