

# Implementation of Sustainable Tourism Model on Ketapang Beach Lampung

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**Abstract:** This article aims to analyze the implementation of sustainable tourism in the operation of the Ketapang Beach (Pantai Ketapang) in Lampung. It is a descriptive, qualitative research. The method of data collection was carried out by direct observation to the location, documentation in the form of photographs, and literature studies from related journals. The research results are then presented in the form of a description. The results indicate that Ketapang Beach requires development that involves every tourism stakeholder. Ketapang Beach actually has a lot of potential to be developed but has not been planned and realized properly. This study explains the potential possessed by Ketapang Beach through a SWOT analysis and provides a sustainable tourism model design for the tourist attraction of Ketapang Beach.

**Keywords** Ketapang Beach, sustainable tourism model, SWOT analysis

## Introduction

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

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

Tourism itself consists of four important elements, namely attractions, amenities, accessibility, and human resources. Attractions are the main component of tourism that will motivate tourists in choosing a tourist location, for example what attraction a tourist location has, whether it is the beauty of the beach or playgrounds; amenity is a service of facilities supporting tourism activities at tourist sites, such as toilets, places of worship, and other public facilities; accessibility is the carrying capacity of the transportation system to reach tourist sites, for example, ease of access to tourist sites whether it can only be done on foot or can be by using a vehicle; human resources are assets owned by tourist sites to shape the tourist experience during tourist visits, this includes tourist site managers (Listiwati et al., 2020). These four elements, if they can synergize well, will create good tourism activities as well. The impact of tourism development can be felt directly by the community, for example increasing income, especially for local communities in each tourist destination. Socio-politically, the development of marine tourism for domestic tourism can grow and strengthen a sense of love for the homeland, as well as national unity and integrity (Abdillah, 2016). Good management and development of tourist destinations can be done by developing supporting facilities and facilities by taking into account the impact that will be felt by the surroundings.

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

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

According to Hadiwijoyo (2012), sustainable tourism is tourism development that is in accordance with the needs of tourists while still paying attention to sustainability, providing opportunities for the younger generation to utilize and develop it based on the existing social order. In other words, current needs will not hinder the fulfillment of future needs. In the development of a tourist destination there are seven phases, which include exploration, engagement, development, consolidation, stagnation, decline, and improvement (Ira & Muhammad, 2020). Tourism development should involve local wisdom so that unique tours can be carried out, resource management where these resources are protected and maintained, and the development of attractions that involve humans and culture. Sustainable tourism is no longer profit-oriented but rather on a balance of ecological, economic, and socio-cultural sustainability. This is in line with the concept of sustainable tourism proposed by Dodds & Joppe (2001), which states that the main keys to tourism sustainability are environmental sustainability, local economy vitality, cultural diversity, and experiential richness. The combination of each of these elements will prevent environmental damage and negative impacts that may arise from the presence of tourism itself.

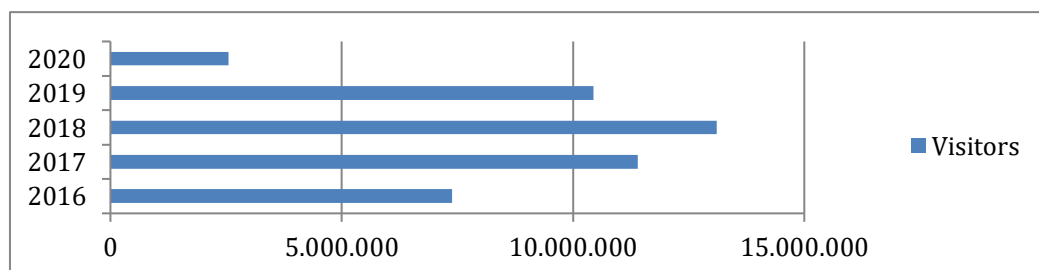


Figure 1. Graph of Tourist Visits to Lampung 2016-2020  
(Source: Central Bureau of Statistics of Lampung Province, 2021).

Lampung is one of the provinces in Indonesia and is located in the southernmost part of Sumatra Island. Lampung as one of the provinces in Indonesia also has natural and cultural potential that can be developed as a tourist attraction (Rostiyati, 2013). Lampung

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

One of the tourist destinations that have the potential as a sustainable tourism destination is Ketapang Beach (Pantai Ketapang). Ketapang Beach is located in Pesawaran Regency, Lampung Province. Pesawaran Regency is a buffer destination for Bandar Lampung City, almost all tourist attractions visited by tourists in Bandar Lampung make tourism objects in Pesawaran Regency a tourist destination (Kagungan, 2019). Pesawaran Regency is one of the areas in Lampung Province that is currently focusing on developing its tourism potential. Therefore, the Tourism and Creative Economy Office of Pesawaran Regency is seriously managing the potential of Pesawaran's marine nature by carrying out promotions to invite tourists through festivals. Pesawaran is one of the ideal tourist destinations with the characteristics of white, clean sand beaches and the cultural wisdom of the people. The development of the Ketapang Beach tourist attraction is considered to have quite a positive impact. In addition to being able to increase regional income, the development of marine tourism areas on the Ketapang Beach object is a form of tourism area management that seeks to provide benefits, especially for efforts to protect and preserve and utilize the potential and environmental services of marine resources (Rahman et al., 2021).

## **Methodology**

This research is a descriptive, qualitative research. According to Sugiyono (2013), qualitative data, namely data in the form of words, sentences, schemes, and pictures. The data used are primary data and secondary data. Primary data is data that is taken or obtained directly from the source (Sugiyono, 2013), which in this case is in the form of photos, and other information obtained through direct observation and interviews. While secondary data is data obtained indirectly (Sugiyono, 2013), which in this case is a literature review obtained from journals or previous research. The research results are then presented in the form of a description.

## **Results and Discussions**

### **Results**

Based on observations done, Ketapang Beach requires development that involves every tourism stakeholder because currently, in the development of comprehensive and sustainable tourism, cross-sectoral coordination is needed, strategic area arrangements, empowerment of micro, small and medium enterprises in and around tourism destinations (Yanuarita, 2019). Ketapang Beach has not been managed properly. The supporting facilities at Ketapang Beach look not optimal, ranging from narrow road access to selling places that are no longer operating. In addition, from the results of field observations, it was found that the implementation of health protocols at Ketapang Beach was not optimal. With the entrance ticket price which is quite expensive, namely Rp. 50,000, - visitors are not served with maximum service. Visitors can only swim on the beach and relax in the lodge with an additional fee of Rp. 50,000/cottage. Even though visitors have to pay quite a lot of money, the service they receive is only modest, for example, the mats to sit in the lodge must be

brought by themselves. Besides that, there is no empowerment of the surrounding community by developing a creative economy such as selling various foods and souvenirs typical of Lampung. Sustainable tourism should be able to provide positive economic and socio-cultural benefits, this can be achieved with the active role of the surrounding community.



Figure 2. Description of the Situation at Ketapang Beach  
(Source: Primary Data, 2021)

Ketapang Beach actually has a lot of potential to be developed but has not been planned and realized properly; this situation causes fewer visitors to Ketapang Beach than other marine tourism destinations in Lampung Province. This condition is exacerbated by the Covid-19 pandemic which has not only reduced the number of regional tourist visits but also globally. Even so, Ketapang Beach is a sustainable tourist attraction because in its implementation, the majority of Ketapang Beach operational activities utilize nature without destroying it. To support the implementation of the sustainable tourism model in Ketapang Beach, a SWOT analysis matrix will be presented as follows.

**Table 1.** SWOT Analysis Matrix

<p>IFAS</p> <p>EFAS</p>	<p>Strength:</p> <ol style="list-style-type: none"> <li>1. The development of tourism objects in Pesawaran Regency has full support from the local government</li> <li>2. Waste management is quite good</li> <li>3. Comfortable, cool and clean environment</li> </ol>	<p>Weakness:</p> <ol style="list-style-type: none"> <li>1. Activities that are done a little</li> <li>2. The entrance ticket price is quite expensive</li> <li>3. Lack of community participation</li> <li>4. Narrow road access</li> <li>5. Improper application of health protocols</li> </ol>
<p>Opportunity:</p>	<p>SO Strategy:</p>	<p>WO Strategy:</p>

<ol style="list-style-type: none"> <li>1. Ketapang Beach has a beautiful natural panorama and has the potential to be developed</li> <li>2. Better tourism management</li> </ol>	<ol style="list-style-type: none"> <li>1. Creating supporting facilities such as toilets and places of worship</li> <li>2. Creating tour packages</li> </ol>	<ol style="list-style-type: none"> <li>1. Tourism activities on the Ketapang beach are developed. Ex: Designed for water sports activities</li> <li>2. Better pricing policy</li> <li>3. Empowerment of local communities (creative economy)</li> </ol>
<p>Threat:</p> <ol style="list-style-type: none"> <li>1. Tourist destinations that have similar characteristics but are well managed</li> <li>2. Natural disasters</li> </ol>	<p>ST Strategy:</p> <ol style="list-style-type: none"> <li>1. Utilization of information technology related to promotion</li> <li>2. Designing disaster mitigation and evacuation in case of natural disaster</li> </ol>	<p>WT Strategy:</p> <ol style="list-style-type: none"> <li>1. Establishment of supporting facilities for the implementation of health protocols (ex: hand washing facilities) and affirmation of the application of health protocols</li> <li>2. Opening wider access roads for easy evacuation in the event of a natural disaster</li> </ol>

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

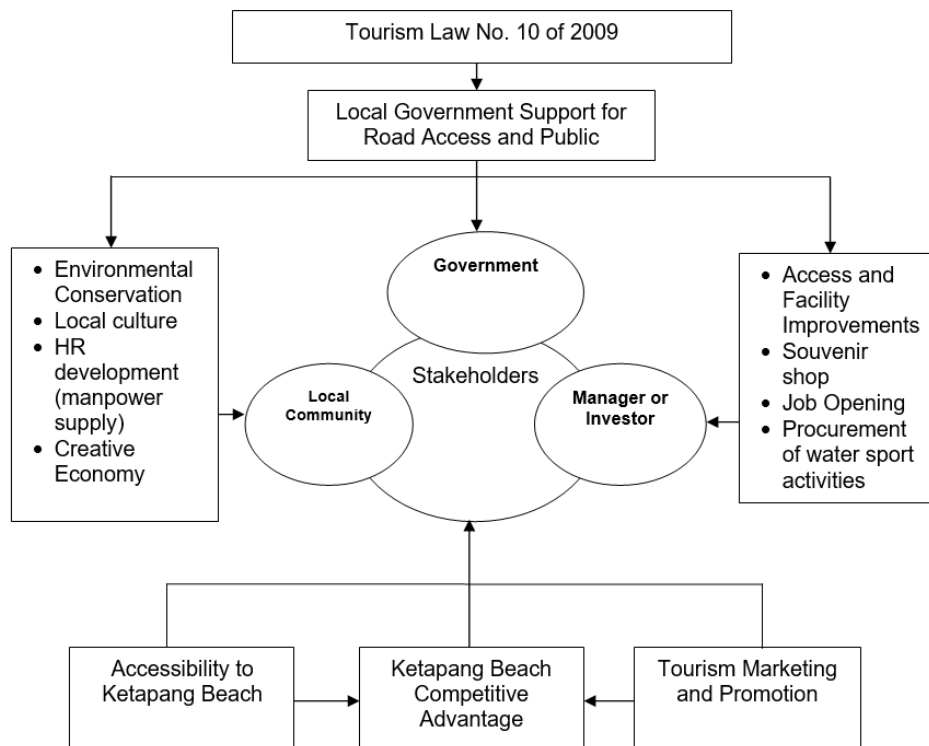


Figure 3. Implementation of the sustainable tourism model on Ketapang Beach

The above model is formed based on the SWOT matrix and analyzed based on the actual conditions in the field. The model was created with the aim that Ketapang Beach as a potential tourist attraction can be developed as well as possible so that a sustainable tourism activity can be created that can provide benefits for all parties involved.

## **Discussions**

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

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

Stakeholders according to Hetifah in Amalyah et al. (2016), is defined as an individual, group or organization that has an interest in, is involved in, or is influenced (positively or negatively) by a development activity or program. Tourism development essentially involves three interrelated stakeholders, namely the government, the private sector, and the community. The government's role in tourism development is in charge of making systematic policies and planning. For example, the government provides and builds infrastructure to support tourism activities, improves the quality of human resources who work as workers in the tourism sector, and others. The private sector as a business actor has a role in providing tourism supporting facilities (Amalyah et al., 2016). Based on this model, the roles of stakeholders could be described.

The government's role refers to accessibility and licensing as the basis for the operation of tourism objects. For Ketapang Beach tourism objects, what the government can do is improve road access, add operational support facilities such as street lamp lighting, road markings, and traffic signs that show the terrain to be taken by tourists. The role of the tourism manager or investor refers to the facilities and operational activities of a tourist attraction. The proposed development is to innovate by adding activities for visitors at Ketapang Beach, which initially only swims on the beach to have water sports activities such as fishing, Local Community Government Managers or stakeholder canoeing, snorkeling, parasailing, and banana boats. These activities are considered interesting enough to be carried out by visitors. In addition, it is necessary to build other facilities such as toilets, restaurants, and places of worship. The role of the local community at the Ketapang Beach tourist attraction is as a tourism business, therefore it is necessary to provide training to become qualified human resources or workforce. In addition, the development of a creative economy for the surrounding community also needs to be carried out as a form of improving their economic quality. As a tourist area, people around Ketapang Beach should be directed to sell typical Lampung souvenirs such as products made from Tapis cloth and Lampung specialties such as banana chips, otak-otak, and tempoyak.

When the three stakeholders (government, managers or investors, and local

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

## Conclusions

Ketapang Beach has a beautiful natural panorama and is able to compete with similar tourist objects in the vicinity. Tourism activities on Ketapang Beach take advantage of natural conditions so that it needs to be preserved so that it can become a sustainable tourism activity. Tourists who come should always be educated and reminded of the importance of preserving nature so that tourists can not only enjoy its beauty but also take part in its preservation. The model generated in this project is formed based on the development strategy that has been created and analyzed based on the conditions in the field. The model is expected to be applied to tourism activities on Ketapang Beach which do require development in order to become a tourist attraction that is visited by many tourists. The model was created with the aim that Ketapang Beach as a potential tourist attraction can be developed as well as possible so that a sustainable tourism activity can be created that can provide benefits for all parties involved.

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