

Tourism Policy: Local Wisdom and Integrated Coastal Zone Management

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Abstract

The Pesawaran District governance conduct and cultivate the tourism potential in the coastal villages areas, through Integrated coastal zone management for sustainable by Department of Tourism and Creative economy. This research is focus on "*how the strategy of local governance in managing the local wisdom being potential assets for tourism industry??*". The method is qualitative descriptive, using data obtained through a large visit to the relevant key informant. The location of this research is in Pesawaran district. The results of the research are as follows: The tourism-management of the Pesawaran District develops into independent tourism industry based on local wisdom. The strategy undertaken through One Village One Destination (OVOD) program for tourism destination carried out by natives. Pesawaran governance is trying to develop villages in the District to serve as a tourist destination. Nowadays, among 148 villages are already develop as 50 top tourist destinations, among others: Sungai Langka Village in GedungTataan sub-district as agrotourism, village (*Pekon*) Ampai in MargaPunduh sub-district as natives house cultural destinations, NegeriKaton village as center hand crafter of *SulamTapis*, Muncak village in TelukPandan sub district has sea binoculars and the center of maritime tourism, GunungRejo village in Way Ratai sub-district has waterfalls, agro tourism and other destinations. The OVOD program is expected to provide tourist attraction to the potential of the each destination area. However, local governments still need to fix supporting facilities, such as the availability of shops, souvenir vending shops, restaurant, and other supporting facilities. Therefore, it is needed inter sector cooperation and coordination among others.

Keywords: tourism, policy, coastal, Pesawaran district.

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1. Introduction

Tourism governance when developed effectively will be able to provide benefits especially for local people. The management and development of tourism in Pesawaran District is implemented in cooperation between the relevant agencies in this case is the Department of Tourist and Culture with a tourism conscious group (*Pokdarwis*) as an informal institutional established by community members as well as self-financed communities (especially those who have a concern in developing tourism in the region), the tour conscious group has a very important role in the development of tourism in Pesawaran (Muljadi, 2012 (82-86)). Furthermore, Muljadi stated that if the tourism sector is not well developed, tourism can cause problems such as: Many foreign exchange leakages if the material used in the development and operation of it is import, or if the tourism facilities are owned by foreigners and ignoring the participation of local communities and natives.

Data obtained from the tourism and creative Economics office of Lampung Province, currently based on the results of the team study (2016), there are currently 6 (six) major problems that overshadow the arrangement of coastal tourism areas in some areas of Lampung province, The coastal tourism area of TelukPandan, Pesawaran District. The six problems are (i) infrastructure improvement to tourist sites and infrastructure that is still minimal. (ii) Structural poverty in the majority of residents along coastal Areas. (iii) Pattern of coastal development is not planned This is evidenced by the presence of a number of coastal reclamation that ignores the original contour of Lampung Bay, in addition to damaging the abrasion and sedimentation. (iv) Unanticipated latent hazards such as disaster mitigation (all coastal areas in Indonesia are vulnerable to tsunami hazard). (v) Of tourism of coastal villages of TelukPandan Sub-district, Pesawaran, District hasnot fully involved the local community. (vi) Tourism issues in Lampung province are still running on their own. (vii) Has not formed the zones that will be used as tourism objects and the governance of the coastal village of TelukPandan Sub-district, the district must be in order to set a pattern for the arrangement of coastal areas that are expected to serve as a central Economic growth towards Eco city, known as Integrated Coastal Zone Management. (viii) Has not optimized the role of tourism Conscious Group (*Pokdarwis*) in the coastal village tourist area of TelukPandan.

The key of all the above problems is that the governance of the coastal village of TelukPandan area must be implemented through good planning. The planning of tourism development should be integrated with overall planning and development so that the development of tourism is truly integrated and effective and should be in order to expand the pattern of structuring the coastal areas is expected to serve as the center of economic growth

towards Eco city, known as Integrated Coastal Zone Management with the emphasis on local communities to provide economic benefits to people other than the role Local governments, tourism businesses and stakeholders.

2. Research Method

This research approach is qualitative with descriptive analysis, attempting to describe events or phenomena in accordance with the facts occurring at the research site, where each data is produced in written or spoken words from people and Observable behavior (Taylor and Bogdan, 2015). Through a qualitatively descriptive approach, researchers intend to conduct an objective representation of the symptoms contained in the research problem, namely the model of the governance policy formulation of a coastal village-based Integrated Coastal Zone Management (establishing district Pesawaran as a strategic area of tourism in Lampung Province; from the governance process to the level of community empowerment in the coastal village tourism area of TelukPandan District through A bottom up approach. The location in this research is the Coastal village tourism Area (Hanura village), TelukPandan subdistrict, Pesawaran District, Lampung Province. Based on the above conditions, researchers focus the research on: *Management strategy policy of tourism governance in TelukPandan District Pesawaran*.

In accordance with the main purpose of this research is to produce a model formulation of tourism governance policy of coastal village of TelukPandan district based Integrated Coastal Zone Management in order to realize the coastal village tour of the district As a pilot project for the arrangement of coastal areas of the West Indonesia, which is the document of structuring and generating a model of community empowerment in the coastal area of TelukPandanPesawaran District in an integrated and sustainable through A bottom-up approach, the primary data is obtained through key informant and stakeholders who are competent with the study of this research.

As secondary data, it will be used documents related to Substance research, among others law on coastal Areas, Decree letters, Strategic plan Bandar Lampung coast, Archives, photographs/documentation and other documents. Data collection is conducted through FGD, interviews to key informants, documentation studies and field observations. Miles and Huberman in Sugiyono (2006) suggest that the activity in data analysis is done interactively and continuously until complete so that the data has been saturated. In qualitative research, data analysis stages include data reduction, data presentation and verification/withdrawal conclusions. The validity of data determine in qualitative research should meet some requirements that are in the examination of data using 4 (four) criteria (Taylor, 2015) namely: degrees of trust (credibility), transferability, Dependence (dependability), Certainty (conformability). To examine the credibility (Taylor, 2015) then the researcher triangulated, and a negative case analysis technique with the path of collecting examples and cases that do not conform to the pattern and likelihood of information that has been collected and used As comparative material (Taylor, 2015).

3. Discussion

The master plan of Regional Tourism Development of Pesawaran District

In the master plan of Regional Tourism Development (*RIPPARDA*), District of Pesawaran, government asserted that the tourism development vision of Pesawaran District is a superior tourist destination and highly competitive for Community welfare. Great tourism potential to be developed in the district Pesawaran, among others, ranging from beaches, mountains, waterfalls, islands, and plantations that are interesting to visit as a tourist destination. In addition, Pesawaran District is also quite strategic in the context of tourism development, especially its natural potential, considering the location of Pesawaran District not far from the capital of Lampung province and easy to reach. This effort is realized by making TelukPandan District as one of the maritime tourist destinations in the district Pesawaran with tourism objects such as:

Table 1. Tourism object of TelukPandan District

Block	Sights	Location
Queen Arta Block	1. Queen Arta Beach	Suka Jaya Village, Lempasing Village
PantaiMutun Block	2. MutunAsri Beach	
	3. MutunHaruna Jaya Beach	
	4. Tangkil Island	
Ringgung Block	5. Sari Ringgung Beach	Sidodadi Village
	6. Lahu Island	Hurun Village
Mahitam Block	7. Tegal Island	Gebang Village BatuMenyan Village
	8. Ketapang Beach	
	9. Mahitam Island	

Source: Forum Group Discussion of tourism and creative Economy Tourism District, Year of 2018.

Based on the data above, the tourism objects in TelukPandan District is a nautical tourism. The development of tourism in TelukPandan District has developed enough with the facilities available such as a cottage,

restaurant, mosque, gazebo, toilets, cottages, and water rides. In addition, there is also a potential that adds more value to the existence of camping ground in Mutun beach, fishing in the fish Cage of Sari Ringgung Beach, shark breeding at MutunHaruna Jaya Beach, bird Habitat as an educational tour in Lahu Island, Coral reef ecosystem at Mahitam Beach, mangrove conservation in Ketapang Beach, as well as the most needed potential is accessibility to the location of the attraction is good that is the asphalt road. (Forum Group Discussion of tourism and Creative Economics Tourism District, on September 27, 2018). However, the impact of the tourism object of TelukPandan district has resulted in the number of tourists visiting that caused traffic congestion along the streets of TelukPandan district. Here are the numbers of tourist attraction in TelukPandan district;

Table 2. The number of tourist attraction in TelukPandan district

No	Sights	2016	Difference	2017	Difference	2018
1.	Queen Arta Beach	3.987	324	4.311	7.414	11.725
2.	Mutun Beach	29.214	12.401	41.615	69.560	111.175
3.	MutunHaruna Jaya Beach	27.286	24.234	51.521	27.454	78.975
4.	Tangkil Island	12.560	1.324	13.884	24.004	37.888
5.	Sari Ringgung Beach	10.005	20.116	21.121	37.521	58.642
6.	Lahu Island	115	99	214	404	618
7.	Tegal Island	920	90	1.010	977	1.987
8.	Ketapang Beach	954	81	1.035	1557	2.592
9.	Mahitam Island	942	67	1.009	949	1.958
Jumlah	85.983	58.736	135.720	169.840	305.560	

Source: Tourism Office of District Pesawaran, Year of 2018

Based on data from the Tourism office of the District reoffered tourists visit to the tourism objects of TelukPandan District has increased year after year. Since the tourism activity in TelukPandan district experienced a growing tourist visit, it certainly caused the burden of the district of TelukPandan. It can make the carrying capacity that can be reduced as a result of tourist activities, besides bringing acceptance also impacts on the surrounding environment.

District of Pesawaran Tourism policy

As stated in the District Tourism Development Master Plan (RIPDA) of the District of Pesawaran in 2017-2031, that the regional Spatial Plan (RTRW) District Pesawaran, in 2011-2031 stipulated tourism area Nature tours, cultural tours and artificial tours. Furthermore, in PerdaKabupatenPesawaran number 04 year 2012 about the plan for regional spatial area Pesawaran, in 2011-2031, tourism sector policy has been shown. In section 39 of the tourism allocation area are as follows:

- a. Natural Tourism allocation Area
- b. Area of cultural tourism allocation and science
- c. An artificial tourism allocation area developed throughout the Sub-district

The realization of the tourism allocation area includes: development and enhancement of accessibility supporting natural tourism and cultural tourism, tourism marketing development, tourism support development, increase of community participation in the region Potential tourism development plans (RIPPPDA). In the RPJMD district Pesawaran, in 2016-2021, the development of tourism sector in Pesawaran District is now new to the level of development of ideas, political and sporadic. That is, the potential has not been seen as a unit of regional value that can be made superior. Therefore, the development of tourism area need to be immediately in the program of the handling in an integrated way to conduct spatial based on Perda number 04 year 2012 about neighbourhood in Pesawaran District of 2011-2031 to be more operational. To encourage acceleration has been set 4 (four) rules of the Regent on tourism Development Rural area, among others are;

- a. Regulation of Regent of Law No. 13 of 2016 on determination of rural area of coastal tourism, culinary and creative economy in District Pesawaran, which includes TelukPandan sub-district and Padang mirrored sub-district
- b. Regulation of Regent of Law No. 17 of 2016 on determination of the rural area of Tapis-based handicraft in Pesawarandistrict, which includes KecamatanKaton district.
- c. Regulation of Regent of Law No. 13Year 2016 on the determination of island-based tourism rural area and coral reef ecosystem in Pesa District, the district consists of MargaPunduh and PunduhPidada
- d. Regulation of Bupati Commissioner Number 26 year 2016 about determination of tourism area based on waterfall in Pesawaran, district, including Way Rataisubdistrict and Padang mirrors
- e. Regulation of Regent of Law No. 27 of 2016 on determination of rural area based on handicraft tourism in District of Pesawaran District Way Ratai and Padang mirrors

Furthermore, to further optimize the structuring of potential areas as mentioned above, there is a further policy required. This is related to the fulfillment effort and needs of tourists/visitors. To provide satisfaction and

experience of tourism quality Bagi tourists, a policy to complement the value of tourist attraction with the amenities and accessibility in the form of new investments so that it can become a tourist area, which is desirable by foreign tourists through the following policies:

- a. Direction of investment includes:
 1. Setup of infrastructure in the area
 2. Increased access to the region
 3. Preservation and revitalization of cultural and historical objects
 4. Development of basic facilities and tourism specific facilities
- b. Direction of management policy consist of:
 1. Set up potential maps
 2. Promotion of tourism potentials
 3. Development of traditional culture and new creations that remain in the traditional culture
 4. Monitoring the development of tourism activities

Tourism governance strategy of District of Indonesia to go to self-tourism industry based on local wisdom

According to the focus of this research, the tourism governance strategy of the District of Pesawaran to self-based tourism industry for local wisdom is conducted through:

a. Charms (attraction)

Data obtained by the team based on the results of interviews with the head of Tourism industry section and the head of tourism destinations and creative economy of the District government Pesawaran, concluded that: Based on the district Tourism Development Master Plan (RIPPDA) Pesawaran, which focuses on the development of strategic areas of regional tourism (KSPD), especially the strategic area of regional tourism (KSPD) of TelukPandan Sub-district which Has a lot of tourism potential, one of which is a man-made tour namely Forest Park (Tahura) Wan Abdul Rachman located in Hurun Village with an area of 22,249.31 ha. Another tourist attraction is the beach area, which is the tourist area of Mutun Beach, Sari Ringgung Beach Beach and Klara Beach. The three tourist areas of the beach are the destination of local/domestic and overseas tourist excursions. Local governments have been conducting socialization and cooperation in the provision of tourism support infrastructure.

The strategy undertaken by the government of Pesawaran in the tourism area for the local wisdom-based tourism industry is carried out through the program One Village One Destination (one village one tourist destination). Pesawaran District government is trying to develop villages in Pesawaran, to serve as a tourist destination. Of the 148 villages in the Pesawaran currently already 50 villages that develop tourist destinations, among others: Village River Rare District building settings There are agrotourism, village (Pekon) Ampai District Margapdownload developing traditional home cultural destinations, state villages Katon as the village of TapisSulam, village MuncakTelukPandan District has sea binoculars and the majority of maritime tourism, village GunungRejo District Way Ratai has potential tourism waterfalls and agro tourism and other destinations. Pesawaran District government continues to encourage so that villages in Pesawaran, district has the advantages of each, both culture, handicrafts, agrotourism, waterfalls and other potentials that can be used as a new tourist destination that can be Improve the life and economy of the community in these tourist destinations. From 50 villages that have had these tourist destinations will be selected 16 villages that are competitive with the destination. In the future, after being elected 16, from the 16 villages on the scale of both provincial and national events. The one village one destination program is expected to provide tourist attraction to the potential of the region. However, local governments still need to fix supporting facilities, such as the availability of shops or souvenir vending shops, diners, and other supporting facilities.

b. Accessible

The Government's strategy in fulfilling the needs of tourists is to achieve accessibility (accessible), among others, will be the quality of public transport since 2017-2021, development of telecommunication infrastructure (Development of fiber optic network and the development of Micro network using the subsea cable network throughout the year 2017-2021. The government's strategy in the development of tourism in general has been good (information infrastructure and telecommunication system has been available) but what needs to be addressed is the transportation infrastructure, some dirt roads that still Become an obstacle, also a traffic jam when the holidays arrive. Of course, this is still the responsibility of the District government in particular, so that the accessibility of tourist objects in TelukPandan District is better

c. Amenities

One of the requirements of the tourist destination is the facilities of the tourist attractions, such as lodging facilities, toilets, and parking facilities. In terms of facilities of the District government Pesamenities has done its duties and obligations, among others, lodging, a resting place for tourists, large parking facilities and representative, restaurant, and the means of toilets is adequate.

d. Ancillary

The Data that authors get from TelukPandan sub-district about government strategy in the case of management institutions, among others, is conducting a cooperation program between institutions. The governing body is intended to be the government, the maintainer of tourism objects and investors.

Based on the data, the strategy of the order in the management Agency in the distinguish into 2 indicators are:

1. Cooperation program between government and cross-sector institutions, among others, tourism program development, provision of infrastructure facilities and infrastructures, return to the function of protected forest that has decreased quality, development of the garden Forest, the development of the promotion,
2. Cooperation Program among government institutions, private and community such as community empowerment around the tourism object, forming a shared tour package, exhibition and joint promotion.

The three institutions have synergized well enough in order to develop tourism objects located in the area of TelukPandanPesawaran, District. The organizer continues to increase the promotion of tourism objects so that investors are interested and willing to participate in developing the tourist area of TelukPandan. Based on the above description, the strategy of the Government of Pesawaran District in the governance of tourism industry based on local wisdom by the establishment of KEK (Special Economic Area) Tourism of TelukPandan District which aims:

- i) Increase indigenous revenue of the region for sustainable development
- ii) The planned arrangement of regional development planning both
- iii) Promotion of regional potentials
- iv) Optimizing regional natural Wealth
- v) Promote regional economic growth
- vi) Create jobs in particular to local communities
- vii) Supports the development of regional, provincial and national

Moreover, the management of the Gulf Tourism Special Economic Area TelukPandan also involves the role of investors both private and other parties. The special economic area is expected to become an integrated tourism object between natural tourism, cultural tourism, and MICE (MICE and events tourism) tours. As known, TelukPandan Sub-district has been known as a marine tourism destination that is visited by many domestic tourists and from outside Lampung province.

4. Conclusion

Important suggestions with regards to the results of this research are: Tourism governance of the District of Pesawaran to the self-service tourism industry based on local wisdom, among others through the travel conscious movement, tourism images and products, as well as interwoven cooperation and coordination cross-sectorial. Thus the participation of each element related to the development of tourism efforts to create quality and tourism products is absolutely necessary. When one of the tourist chains is disappointing tourist connoisseur, it is not impossible to damage the image of the product or service that has been given in its entirety. The one village one destination program is expected to provide tourist attraction to the potential of the region. However, local governments still need to fix supporting facilities, such as the availability of shops or souvenir vending shops, diners, and other supporting facilities.

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