



# Study of Community Based Marine Eco-Tourism In Pangandaran West Java

<sup>1</sup>Sheila Zallesa, <sup>2</sup>Fittrie Meyllianawaty Pratiwy

<sup>1</sup>Departemen of marine, fisheries and marine science faculty, Universitas Padjadjaran

<sup>2</sup>Departement of fisheries, Fisheries and marine science faculty, Universitas Padjadjaran

Corresponding Author : [sheila.zallesa@unpad.ac.id](mailto:sheila.zallesa@unpad.ac.id)

## KeyWords

*Eco-Tourism, Community based, Pangandaran, Marine Tourism .*

## ABSTRACT

Pangandaran is a new district in West Java Province as a result of the division of Ciamis Regency. The location of Pangandaran Regency is located in the south of West Java Province and is directly adjacent to the Indian Ocean. One of the most popular Pangandaran tours by tourists is beach tourism. Pangandaran Beach tourism offers many activities and facilities for tourists. Among these are swimming, fishing, diving, boat cruises, jet skis, and touring by bicycle. In the implementation of community-based tourism programs, it is based on 4 principles including (1) the principle of community participation, (2) the principle of nature conservation, (3) the principle of local economy, (4) the principle of socio-cultural conservation. The forms of community participation around the Pangandaran tourist attraction area are in the form of trading businesses or services in the tourist attraction area, including: (1) lodging or hotel services; (2) culinary (3) souvenir shops (4) tour guide services (5) Photography;

## INTRODUCTION

Indonesia has a very wide coastal area and also has enormous potential for the development of a region if it is managed very well. The coastal area is the most strategic place because it is a transitional area between land and sea. Tourism is one form of activity that is strongly supported by various facilities and services provided by the community, government, and entrepreneurs. Ecotourism is the development of sustainable tourism with the aim of supporting environmental conservation efforts. Tourism is an economic sub-sector that is currently growing and developing rapidly in various regions. From the development of this sub-sector, the income of a region accelerates rapidly and the local community can also benefit by increasing welfare<sup>[9]</sup>, tourism has made a positive contribution to economic growth in Indonesia.

Pangandaran is a new district in West Java Province as a result of the division of Ciamis Regency. The location of Pangandaran Regency which is located in the south of West Java Province and directly adjacent to the Indian Ocean causes this district to have a variety of tourism potential, both beach tourism and river tourism. One of the most popular Pangandaran tours by tourists is beach tourism. Pangandaran Beach tourism, which is located in Pananjung Village, Pangandaran District, offers many activities and facilities for tourists. Among these are swimming, fishing, diving, boat cruises, jet skis, and touring by bicycle. The beach, which has become a tourist icon in Pangandaran, is always crowded with both local and foreign tourists. The main attractions of Pangandaran Beach are the West Coast, East Coast and the Tourist Village area.

Ecotourism is a form of natural tourism, while nature tourism is a form of tourism that already has potential but is formed from human intervention. This has led to increased promotions that encourage people to behave positively towards nature and desire to visit unspoiled areas in order to increase awareness, appreciation, and concern for nature<sup>[7]</sup>.

Community-based ecotourism is an ecotourism business that focuses on the active role of the community. This is based on the fact that the community has knowledge about nature and culture which is a potential and selling point as a tourist attraction, so that community involvement is absolute. Community participation in managing ecotourism can be seen from the planning, implementation, and evaluation stages of ecotourism activities<sup>[18]</sup>.

Ecotourism developed for the benefit of sustainable development, which is a business activity that aims to provide sustainable economic alternatives for communities in ecotourism areas. Ecotourism is a form of tourism that is closely related to the principle of conservation. According to Millar<sup>[10]</sup>, four conservation issues related to ecotourism were found: 1) Tourism activities that tend to be mass tourists. The characteristics of the tourism industry generally produce a significant and mass influence. 2) Specific tourist attraction. The tourism industry generally has standardized accommodation facilities with certain conveniences, such as parking facilities, toilets or hotel rooms. 3) Empowerment of local residents. Although the main orientation of ecotourism is conservation, economic incentives must flow especially to local residents. 4) Research and development. Intangible factors in natural resources are still not widely identified. Ecotourism is a type of tourism that emphasizes the importance of conservation.

## **Society Participation**

Management of community-based tourism (community-based tourism) is developed based on the principle of balance and harmony between the interests of various stakeholders in tourism development, including the government, the private sector and the community. Ideally, the principle of community-based tourism development emphasizes tourism development "from the community, by the community and for the community". To improve the quality of community welfare, community involvement starts from the planning, development, management to monitoring and evaluation stages<sup>[1]</sup>.

Community-based ecotourism is an ecotourism business that focuses on the active role of the community. This is based on the fact that the community has knowledge about nature and culture which is a potential and selling point as a tourist attraction, so that community involvement is absolute. The community-based ecotourism pattern recognizes the rights of local communities in managing tourism activities in areas that they have traditionally owned or as managers. The existence of a community-based ecotourism pattern does not mean that the community will run their own ecotourism business. The involvement of other elements is also needed to support the success of a program, the involvement of the government and stakeholders is also quite important to support the success of tourism development<sup>[3]</sup>.

## Implementation Of Community-Based Tourism In Pangandaran

The implementation of community-based tourism programs is based on 4 principles including (1) the principle of community participation, (2) the principle of nature conservation, (3) the principle of local economy, (4) the principle of socio-cultural conservation. Community involvement in the implementation of community-based tourism management is very important, especially for indigenous peoples, this is related to decision making in planning and implementing programs. In its implementation, community-based tourism development aims to reduce pressure on tourist objects and attractions so that tourism development can be carried out in accordance with the principles of sustainable development.

The participation of the community around the Pangandaran tourist attraction area in the form of trading businesses or services in the tourist attraction area, among others: (1) Lodging or hotel services; (2) Provision/business of food and drink stalls; (3) Provision/business of souvenir/souvenir shops in the Pangandaran area; (4) guide/guide services; (5) Photography; (6) Become an employee of a nature tourism company/enterprise<sup>[17]</sup>. Pangandaran Beach is a tourism icon in Pangandaran Regency, which is always crowded with both local and foreign tourists. The main attractions of Pangandaran Beach are the West Coast, East Coast and the Tourist Village area.

Characteristics of the West Coast has waves that are not so big and a wide expanse of sand stretching along its side. Therefore, the West Coast is a favorite place for tourists to play water on the beach, play boogie, enjoy the beauty of the sunset, rent an ATP bike/motorcycle, surf or just relax while drinking ice dawegan (green head ice) provided by the tourists. traders and are natives or local communities. The local community depends on their livelihood from the Pangandaran tourism sector. This is a form of community participation in managing the Pangandaran beach tourism area.

In contrast to the West Coast, on the East Coast tourists are served with several rides and water sports facilities such as banana boats that are rented out by the local community. Besides that, various kinds of processed seafood culinary are also available on the east coast of Pangandaran. and the most interesting thing is the routine of fishing communities who look for fish using ired nets. A local wisdom that is also a tourist attraction on Pangandaran beach.

Community-based tourism development models must be based on awareness of the value of local community needs, initiatives and opportunities. Community-based tourism is more related to the impact of tourism on local communities and their environmental resources. Community-based tourism is also a tool to strengthen the capacity of local community organizations.

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