



# THE STUDY OF COMMUNITY INVOLVEMENT IN ECOTOURISM MANAGEMENT IN KAB. PANGANDARAN

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## KeyWords

*Ecotourism, Pangandaran, Marine tourism, Community, Tourism village.*

## ABSTRACT

Pangandaran Regency is currently one of the prima donna of beach tourism destinations. Geographically, Pangandaran Regency is located in the southern coastal area of Jasarat with its various uniqueness, Pangandaran beach tourism area has a fairly high attractiveness. Tourism development that has a major impact on the community can be built by linking it with the existence of the local community. This journal examines the role and involvement of the community in the management of tourist areas in Pangandaran. Based on the study of tourism activities in Pangandaran, it is inseparable from community involvement from the planning stage to implementation, the community provides services to tourists such as lodging, culinary tours, souvenir shops, tour guides etc.

## INTRODUCTION

Pangandaran Regency is currently one of the prima donna of beach tourism destinations. Geographically, Pangandaran Regency is located in the southern coastal area of Jasarat with its various uniqueness, Pangandaran beach tourism area has a fairly high attractiveness. The provincial government of Jawarat itself has a development plan for the Pangandaran tourism area to become an exclusive economic area. The development of tourism in the West is happening, both natural tourism and artificial tourism. The existence of developments in a development will certainly have an influence, both positive and negative influences. the development of tourism in various countries, it also has a negative impact on the environment, socio-culture and so on or is contrary to the concept of sustainable tourism<sup>[1]</sup>.

There are several things that need to be considered in responding to changes in sustainable development including ecological, economic and socio-cultural factors, as well as in terms of development and development of tourist areas. Tourism development that has a major impact on the community can be built by linking it with the existence of the local community. The pattern of development usually uses a community empowerment model by considering the area (territory). Community involvement in development and development is one of the keys to tackling the social impact of the community on changes in the environment in which they live. This study discusses the importance of the community playing a role in the development of the Pangandaran beach tourism area.

## **Pangandaran tourism recreation**

This tourist attraction consists of 2 (two) long beaches, namely the West Coast and the East Coast, with main features such as: Can see the sunrise and sunset from the same place, the beach is sloping with clear water and the distance between high and low tides is relatively long so that allows people to swim safely, Has a broad coastline, making it possible for group recreation, The atmosphere of a very thick fishing village and also the daily activities of fishermen can be seen clearly<sup>[3]</sup>.

There are three types of tourism activities that can be carried out in Pangandaran (Harris and Nelson, 1993), namely<sup>[2]</sup>:

1. Recreational tourism activities with sun, sand, sea products, located around the West Coast and White Sands. Currently, there are several new rides for water attraction activities, including tourists who can enjoy water sport rides such as banana boats, speed boats, etc.
2. Tourism that is cultural in nature by displaying picturesque or local color is located on the East coast where tourists can choose their own shrimp, crab, pomfret, and so on and cooked according to taste. In addition, when fishermen catch fish communally, it is an interesting attraction
3. Ecotourism tourism, located in the East coast and the Tamul National Park (Pananjung.

## **Communities in the management of Pangandaran tourist attractions**

in the management of a tourist area requires the participation of all parties, especially from the local community, without participation that supports conservation activities the sustainability of tourism there will not be realized. Problems related to community participation in ecotourism development in Pangandaran are complex and interrelated. Community participation is an important component in ecotourism, which brings together the interests of current and future generations. The community can participate in ecotourism at the planning stage, during activities, and in profit sharing.

In the development of the Pangandaran tourism area, the community is directly involved from the planning stage to the implementation of community management, which is involved as an actor where facilities such as lodging, culinary tours, souvenir shops to tour guides are all managed by the surrounding community. With a community-based management system like this, it can provide benefits for the community, including increasing community income, fostering the environment around the tourist area. In addition, it also has a positive impact on the preservation of the surrounding environment because of the desire of the surrounding community to preserve the environment.

Community development based on agro-tourism can include the role and participation of rural communities<sup>[6]</sup>. This is in line with the development of natural resources and its human resources. The thing that must be a concern in the development of a tourist village is how community can be encouraged and developed independently sustainable, so that the potential of the village and community can be developed optimally<sup>[5]</sup>.

To build a society that has an open attitude towards tourism, it is necessary to have strong motivation from the local community. In this case, the community must have the motivation to maintain the character of the physical, rural, social and cultural environment that develops in the community. Community motivation is a fundamental factor in preserving the environment and culture. If the motivation to preserve it does not develop then the uniqueness of the social and cultural environment will be lost. If that happens, tourists will no longer be interested in visiting so that tourism activities cannot take place again.

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