

Review Paper

Review of Sustainable Good Governance in Nature Park – Carita Beach

ABSTRACT

Aims/objective: This study aims to review whether the performance of the tourism activities management in Nature Park – Carita Beach has already contributed to the increase of domestic economic growth, and natural conservation also preservation of local culture.

Design: This study adopts the principal concept of sustainable tourism and collaborated with strategic management through analyzes of internal factors and external factors.

Methodology: According to data and analytics, this research approach is using qualitative approach utilizes the Miles and Huberman model analytics. The technique of determining participants is conducted based on the required data in the social situation under study using snowball sampling approach.

Results: Existing profile of tourist destination management of Taman Wisata Alam – Carita Beach, from the research result showed that stakeholders have not shown behaviour that oriented to the principal of sustainable tourism. Destination managers are partial and are still implementing conventional tourism as in developing countries. Therefore, active participation and strong encouragement from various parties, especially the local government authorities, are required to be able to evolve in applying the principles of sustainable tourism.

Keywords: sustainable tourism, community based tourism, conservation oriented

1. INTRODUCTION

1.1. Background

Carita Beach is a beach on the west coast of Banten Province, Indonesia. This beach has a beautiful natural panorama with a sloping beach, swish waves that show water wrapped in white sand and combined with a panoramic view of Krakatau volcano. Along the coast, various tourist attractions such as jetsky, banana boat, diving, snorkeling can be enjoyed by tourists or view from near the beauty of Mount Krakatau through the area of protected forest that is located opposite the beach (Department of Culture and Tourism Banten Province, 2016) (Agency of Culture and Tourism Banten Province, 2016) [1].

The location of Nature Park – Carita Beach is very strategic, because of its location near the capital city of Indonesia (Jakarta) and easy to reach by land transportation within 2 hours. Due to its strategic location and great tourism potential, the attraction to tourists is also enormous. Both of these resulted in many domestic tourists who visited the Carita Beach Tourist Area (Agency of Culture and Tourism Banten Province, 2016) [1].

Seeing the potential of such a large destination, it is as if this destination is guaranteed sustainability. The concept of sustainable tourism in Indonesia has essentially been set forth in the policy and legal documents of Law No. 10 of 2009, Article 4 which discloses; the performance of tourism development should not only be evaluated based on its

contribution to economic growth, but also on its contribution to improving the welfare of the people, reducing unemployment and poverty, conserving natural resources and the environment, cultural development [2].

The orientation of sustainable tourism development, has a great impact for local communities both socio-economic and cultural, therefore efforts to anticipate any deviation of sustainable principles through control and management should be maximally strived.

Given the importance of implementing the principles of sustainable tourism in this destination, it is necessary to identify the existing condition of sustainable tourism of Carita Beach Nature Park by mapping the existing condition of the Nature Park region, based on the principles of sustainability tourism.

1.2. Theoretical Review

Sustainable tourism defined by The World Tourism Organization (UNWTO) is tourism that takes full account of current and future economic, social and environmental impacts, addresses the needs of visitors, the industry (tourism), the environment and the host community [3]

The goal of sustainable tourism refers to the goal of sustainable development. Objectives of the achievement of sustainable development are (1) development goals, driving to economic growth through grassroots approaches to development that focus on the satisfaction of basic needs of society (2) environmental / sustainable objectives, conserving and protecting the environment, especially preserving non-renewable resources [4]. While the goal of sustainable tourism is to reduce poverty, by respecting socio-cultural authenticity, and responsible use of environmental resources, and not only encouraging but also facilitating and empowering communities so that they are able to participate in the production process and get various benefits directly from tourism activities [3].

Sustainable Good Governance in a destination requires a forum called Destination Management Organization (DMO). DMO is an integrated Good Governance system that has the completeness as a system. DMO has 5 functions that show the completeness of DMO as a system, namely (1) as an "economic driver" in generating regional income, employment, and tax revenue that contribute to local economic growth (2) as a "community marketer" in goal image visualization tourism, tourism activities, so that the choice of visitors (3) as "industry coordinator" which has clarity to the study of industry growth that brings results through tourism (4) as "quasi-public representative" is the representation of opinion on the tourism industry enjoyed by visitors or groups visitors (5) as "builder of community pride" with improved quality of life [5].

DMO is responsible for fabrication of tourism destinations to achieve a good return on investment, market growth, product quality, product brand variety and benefits for the parties, but DMO does not have an actual "factory", whether it is hiring people who work in it, as well as control over the process undertaken [6]. There are three important components in DMO, namely (1) coordination of tourism stakeholders, is the core of the DMO system. This component is the key to success because it focuses on the networking relationships that make up the DMO system (2) destination crisis management, providing the supervision of the system with the implementation and management from planning to implementation of the Program and (3) Destination marketing, becoming the foundation in the DMO component. The success of DMO is determined how destination marketing can attract as many visitors to come to the promoted territory [70].

The main principle of sustainable tourism is the local community. Local communities relate to the benefits gained and the presence of advisory planning efforts that defend

112 local communities and interest groups, to give greater control over social processes in
 113 prosperity [8]. Emphasizes the strategies that are stuck with the identification of the
 114 goals of the host community and their desires and abilities to absorb the benefits of
 115 tourism [9]. Every society should be encouraged to identify its own goals and guide
 116 tourism to improve the needs of local communities. Community-based tourism creates a
 117 more sustainable tourism industry that focuses on local communities in terms of planning
 118 and maintaining tourism development [10]. Implementing sustainable tourism also
 119 develops and develops the community as the main objective of the partnership itself. Not
 120 only in relation to the public, or through public participation, but as a form of development
 121 of the surrounding community [11]. There are many potential benefits if people living or
 122 working in a tourist destination are involved in tourism planning as it improves the
 123 legitimacy of community members. This means that community members have greater
 124 influence in decision making affecting their lives [12].

125
 126 The next principle in implementing sustainable tourism is conservation oriented.
 127 Conservation is defined as a human-made management that is used to ensure the
 128 sustainable use of organisms and ecosystems. In addition to sustainable use,
 129 conservation includes also the protection, maintenance, rehabilitation, restoration, and
 130 upgrading of populations and ecosystems [13]. The conservation area is a land area and
 131 or in the sea primarily intended for the protection and maintenance of biodiversity, and its
 132 natural resources and cultural resources in the long run are managed through legal
 133 means or other effective means [14].

134
 135 Sustainable tourism is committed to protecting and taking responsibility for the integrity
 136 of the natural and cultural environment by undertaking environmental and socio-cultural
 137 planning and management [15]. Conservation orientation, consisting of (1) conservation
 138 of the natural environment, ecosystems and biodiversity (2) conservation and reducing
 139 energy, waste and pollutants (3) respect and support local traditions, culture and society.
 140 Protection of local cultures, emphasizing local protection efforts, thoughts and works of
 141 tourism activities such as the threat of degradation of social systems and kinship,
 142 traditional life, ecosystems and the economy of local communities [15].

143
 144 The third principle of sustainable tourism is carrying capacity. Tourism carrying capacity
 145 is defined as the maximum number of people who can visit tourist destinations at the
 146 same time, without causing damage, the physical social, economic, and declining
 147 environments are not acceptable in the quality of visitor satisfaction [16]. Carrying
 148 capacity is a concept that measures the level of visitor usage on ensuring the
 149 sustainability of a destination. Some concepts of carrying capacity are useful in tourism
 150 planning, namely: (1) management capacity, ie the ability of the number of tourists that
 151 can be managed by destination management without causing administrative,
 152 management, economic, and service to tourists (2) physical capacity, ie physical capacity
 153 including facilities and infrastructures that can accommodate the number of tourists
 154 without causing problems in terms of smoothness of tourists in enjoying the destination
 155 both physical quality and the extent of facilities and infrastructure (3) environmental
 156 capacity, ie the number of tourists that can be accommodated so as not to cause
 157 damage to the environment and ecosystem (4) economic capacity, the number of
 158 tourists that can be imported before the local community begins to feel the economic
 159 problems generated (5) social capacity, the maximum number of people, where the
 160 greater number can cause cultural damage that is difficult to restore (6) infrastructure
 161 capacity, the number of tourists which can be accommodated by the infrastructure of a
 162 destination (7) perceptual capacity, the number of people who can be served by a
 163 destination before the travel experience is reduced [16].

164
 165 The important difference between the form of sustainable tourism and conventional
 166 tourism lies in the element of educational or training activities. This does not mean that
 167 high academic levels are required to become sustainable tourism stakeholders; but a
 168 more natural understanding of how humans and the environment work and perform
 169 activities to achieve goals [17]. From the perspective of Good Governance education

170 and training is needed not only for the actors associated with tourism development, but
171 also tourists who visit the tourist area. The training for the perpetrators aims to carry out
172 in a professional manner in the tourism budgeting while for tourists intended to raise
173 awareness, awareness and appreciation of the importance of the preservation of the
174 natural and cultural environment of the area he visits [18].

175
176 Implementation of sustainable tourism principles needs to be communicated or promoted
177 to all stakeholders. In addition to introducing, socializing, and campaigning for
178 sustainable tourism that is set in a tourist area, the purpose of promotion is to increase
179 stakeholder awareness of the principles of sustainable tourism. This includes promoting
180 the behavior of tourists in accordance with the behavior of local communities, to prevent
181 behaviors that could lead to non-material losses to the lives of future generations. The
182 promotion also minimizes conflicts of interest among stakeholders in the use of natural
183 and cultural resources, as well as the development of tourism facilities and infrastructure
184 [3].

185
186 The last principle of sustainable tourism is to conduct monitoring and evaluation by
187 stakeholders. The monitoring and evaluation team was formed jointly by the DMO team.
188 Monitoring and evaluation is carried out on planning that includes the objectives and
189 schedule and monitoring of the implementation stage. In this monitoring process is
190 directed to oversee the principles of sustainability tourism in order to be implemented
191 consistently and consistently. Therefore, required an information system. Information
192 systems are processes that perform the functions of collecting, processing, storing,
193 analyzing, disseminating information for a particular purpose. Information systems do not
194 have to be computerized, although most are computerized [19].

195

196 2. MATERIAL AND METHODS

197

198 **Research Ethics.** The ethical aspects (1) do not harm the subject of research, protect
199 its privacy, and avoid conflict of interest (2) informed consent of the research subject,
200 research participants are given full information on various aspects of research that can
201 influencing whether or not the subject participates in research [20].

202

203 The research design is outlined in Figure 1. According to the data and analysis, this
204 research approach is a qualitative approach, which begins with exploratory research that
205 aims to get a general overview and understanding of the social situation being studied to
206 gain insight and understanding. Explanatory research conducted in this research,
207 conducted by analyzing secondary data derived from several research journals that have
208 variables and research objectives are almost the same [21]

209

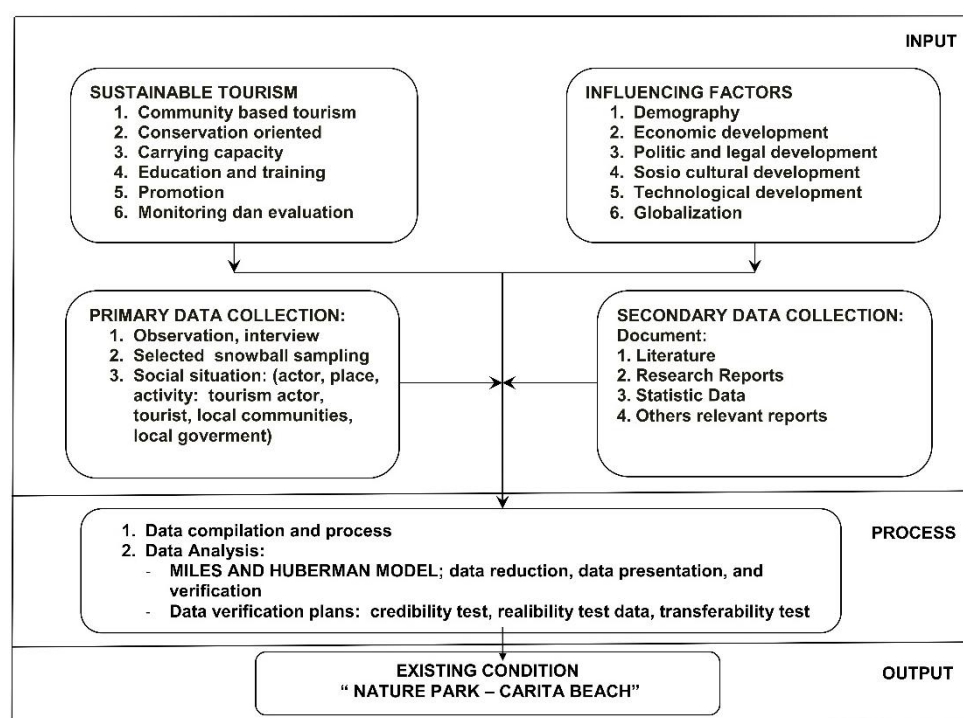


Fig. 1. Research design

Primary Data. Primary data collection technique is done by interviews conducted in stages in the period of October 2016 - February 2017 at the location of Nature Park – Carita Beach to get a full profile picture of internal environmental factors sustainable tourism or internal factor analysis on the aspect of community based development, conservation oriented, carrying capacity, education and training, promotion, and monitoring and evaluation in the Nature Park Area - Carita Beach. The analysis of the internal environment in the company's management aims to identify a number of strengths and weaknesses in the company's internal resources and business processes [22]

The technique of taking the number of participants or resource persons used is snowball sampling, which is an effective way to build a deep sampling frame, in relatively small populations, each of which tends to relate to one another. In this sampling, the researcher determines one or more individuals or key figures and asks him or them to name others who in turn can be found. [23] The chosen social situations or participants are the Government (2) community leaders (1) (3) elements of ship management community (1), (2), elements of restaurant management community (2), and community elements (5).

Secondary Data. Methods of collecting secondary data through literature studies (documentation) on study reports, relevant reports, statistical data, and BPS [21,24,25]. Secondary data collection is conducted to get an overview of external factors affecting sustainable tourism in the Natural Tourism Area - Carita Beach or external environmental analysis. In corporate management, external environmental analyzes need to be undertaken to identify opportunities and major threats facing an organization toward changes in the company's external environment so that managers can formulate strategies to take advantage of these opportunities and avoid or minimize the impact of potential emerging threats. External factors are: (1) **Demographic**, demographic developments are studies of human populations that include population size, age structure, geographical distribution, and income distribution and other statistics [26], with

the following descriptions (a) population size (b) age structure [27] (c) education level [28] (d) income distribution [27]. (2) **Economic development**, the health of a nation's economy affects the performance of individual companies and industries. It is therefore necessary to study the economic environment to identify its changes, trends, and strategic implications [27]. (3) **Political and legal development**, politics / law is an arena in which organizations and interested groups compete for the desired resources, and there is oversight of legal entities and laws [27]. (4) **The development of socio-cultural**, socio-cultural segments associated with the attitudes and cultural values of a society. Because attitudes and values form the foundation of a society, in which society always participates in encouraging demographic, economic, political / legal, and technological conditions and changes [27]. (5) **Technological developments**, technological developments affect many elements in society. Technological influences arise through new products, processes, and materials [27]. (6) **The development of globalization**, the global segment includes new relevant global markets, changing global markets, important international political events, and cultural and institutional characteristics that determine global markets [27].

Data analysis. Data analysis while in the field utilizing Miles and Huberman Model. This model suggests that activities in qualitative data analysis are done interactively and continuously until the data is complete, so the data is saturated. Steps in data analysis, ie data reduction, display data, and conclusion drawing / verification [29].

3. RESULT AND DISCUSSION

Based on the analysis of internal factors and external factors of sustainable tourism in the area of Nature Tourism - Carita Beach, it is found the existing condition of internal sustainable tourism factors (Table 1) and the existing condition of external factors affecting sustainable tourism (Table 2)

Table 1. Existing condition sustainable tourism (internal factor) Nature Park – Carita Beach

Sustainable Tourism Principles	Focus	Reference	Existing condition	Category
Community based tourism	Stakeholder support for community empowerment	[16, 30]	Not yet establish DMO	Weakness
			There's no DMO program that put forward social and cultural values	Weakness
	Community empowerment in developing tourism	[16, 30]	Local community have not yet receive fair income	Weakness
			Local community has not yet been granted in formal business access (just as peddler)	Weakness
			Local communities have not been empowered in an integrated manner (as workers)	Weakness
	Community	[32]	Local people	Strength

Sustainable Tourism Principles	Focus	Reference	Existing condition	Category
	involvement in tourism life cycle		benefit from tourism activities (as tour guides)	
			Tourism activities have not been centered on local community development (not trained as formal entrepreneurs)	Weakness
Conservation oriented	Law Enforcement towards natural ecosystem and conservation on wildlife	[15, 32]	Conservation of natural ecosystems has not involved local communities	Weakness
			Wildlife conservation has not involved local communities	Weakness
			The development of amenities has not yet led to conservation	Weakness
	More gender-sensitive public policies and protection of child labor	[15, 32]	Law enforcement efforts on waste management have not involved local communities and interest groups	Weakness
			The management of water supply and water supply conservation has not involved local communities and interest groups	Weakness
	More gender-sensitive public policies and protection of child labor	[15, 32]	Unfeasible working conditions for women (there is still practice of prostitution within Carita Beach)	Weakness
			There is a group of child laborers	Weakness
	Preservation of local culture	[30]	Conservation of cultural values has not been done (no festival or special celebration especially during peak season)	Weakness
			Conservation of cultural heritage (in the form of typical foods such as	Strenght

Sustainable Tourism Principles	Focus	Reference	Existing condition	Category
			'otak-otak' and side dishes derived from local marine products)	
			There has been no development of tour packages that promote local culture and traditions	Weakness
Carrying capacity	Management capability	[15, 30]	Do not have the carrying capacity of human resources because local government and local communities have not yet understood about sustainable tourism	Weakness
			The carrying capacity of the facility's resources tends not to be standardized	Weakness
			The carrying capacity of the safety program has not been carried out	Weakness
			The carrying capacity of accessibility resources is sufficient through the construction of roads to locations	Weakness
			Waste management management has not been done yet	Weakness
	Environmental damage	[15]	The number of tourists that can be accommodated is available only the conditions do not meet the standards of hospitality	Weakness
			The level of sea water erosion has never been measured, but physically a lot of garbage floats in the ocean	Weakness

Sustainable Tourism Principles	Focus	Reference	Existing condition	Category
			The level of coral reef damage has never been done	Weakness
			Wastewater conditions have not been regulated so that the waste is not measurable source of downstream and upstream purposes	Weakness
	The number of tourists that can be accommodated by the infrastructure	[30]	The number of tourists that can be accommodated has not been measured	Weakness
			The condition of the destination infrastructure is not sufficient because there is no establishment of the zone yet	Weakness
Education and training	Competency-based training program	[30]	No competency-based training has been conducted for tour guides and other tourism actors	Weakness
	Competence-based skills training for women, youth workers and tourism production chains	[30]	Women and the labor force of young age have not been given competency-based skills	Weakness
	Provide education to tourists related to sustainable tourism activities	[30]	Education to tourists related to the behavior of tourists that pro sustainability has not been done	Weakness
Promotion	Promote and campaign for sustainable tourism to stakeholders	[3]	Sustainable tourism campaigns have not yet been conducted	Weakness
	Promote to tourists not to behave that can affect the behavior of local communities	[3]	No campaigns have been conducted on behaviors that could degrade local people's behavior	Weakness
	Promotion that there is a common	[3]	No campaign has been undertaken	Weakness

Sustainable Tourism Principles	Focus	Reference	Existing condition	Category
	interest among stakeholders in utilizing resources		on mutual interest in resource sustainability	
Monitoring and evaluation	Measuring the level of tourism, impact, and analysis	[15]	Measuring the level of pressure on tourism systems has not been done	Weakness
			Measuring the impact of tourism activities has not been done	Weakness
			Measuring the managerial support	Weakness
			No measurable effects of the management policy have yet been taken	Weakness
	Strict control of the aspects that are considered important and must be supported by the rules	[15]	The control of strategic tourist areas has not been done	Weakness
			There is no standard of health, safety, and safety of tourists	Weakness
			Control over the prevention of environmental damage has not been done	Weakness
			There has been no violation control or exploitation by tourists	Weakness
	Financial evaluation	[15]	Evaluation of the provision of financial support or the provision of business opportunities has not been made	Weakness
	Monitoring processes that encourage voluntary obedience	[15]	No monitoring of guidance and behavior ethics has been developed	Weakness
			Monitoring of audit reporting system has not been done	Weakness
	Monitoring of government support	[15]	Monitoring of the basic transportation system has not been done	Weakness

Sustainable Tourism Principles	Focus	Reference	Existing condition	Category
			Monitoring of alternative transportation systems has not been done	Weakness
			Monitoring to minimize emissions and discharges has not been done	Weakness

Table 2. Existing condition factors that influence sustainable tourism (external factor) Nature Park Area – Carita Beach

Factors that influence Sustainable Tourism	Existing condition		Reference	Category
Demography	Geographic distribution	Location near capital city, Jakarta as the gate of domestic and international tourism	[27, 32]	Opportunity
	Education Structure	- Vulnerable to promote sustainable tourism because of the low educational structure. - Vulnerable to improve the capacity of communities in development issues because of the low structure of education.	[28, 32]	Threat
			[28, 32]	Threat
	Dependency ratio	Dependent burden amount 50,42; means that every 100 the productive age population must bear the burden of 50 to with 51 unproductive age population.	[26, 32]	Threat
Economic development	The highest growth of GDP is generated by the provision of accommodation and feeding		[26, 35]	Opportunity

Factors that influence Sustainable Tourism	Existing condition	Reference	Category
	(9.18%) making it easier to develop the tourism sector		
Political and legal developments	Strong political and legal support for implementing sustainable tourism principles	[27, 32]	Opportunity
Socio culture developments	The community is generally fishermen community, indicated to threaten the sustainability of sustainable tourism program. Vice versa. This condition will lead to social conflict between the fishermen community and sustainable tourism policy	[27, 34]	Threat
Technology developments	Mudah mengkomunikasikan penyebaran informasi yang terkait dengan promosi pariwisata berkelanjutan karena fenomena internet, media sosial, hingga program-program berbasis Android	[27, 32, 34]	Opportunity
Globalization	- There is a new (market) demand for sustainable tourism because it has the power to create change on a global scale. - Attention of the young generation in the next five years and beyond to the global aspect will be strengthened so as to provide opportunities to market sustainable tourism.	[27, 32]	Opportunity

The existing conditions of the destination internal factors in the Nature Park – Carita Beach are mostly in a weak position so that this should be taken seriously by all stakeholders, especially the Regional Government. But not so with external environmental factors, this factor is very supportive to implement sustainable tourism. Therefore the Regional Government as the authority holder is advised to communicate to all stake holders in order to move together to evolve to apply the principles of sustainable tourism in the destination.

4. CONCLUSION

It is shown in this research that there are some obstacles and problems of tourism destination development at Carita Beach Nature Park which are not yet ready for the local community as managing resources, availability of facilities and pre-tourism facilities, transportation coverage, mangrove forest loss, residence lack of attention of Local Government this, and the absence of promotion, causing Carita Beach Nature Park is still managed conventionally so that the implementation of sustainable tourism has not been implemented properly.

Evolving in implementing sustainable tourism principles already accustomed to practicing conventional management as well as Nature Park - Carita Beach requires full leadership and authority from the Local Government and Central Government. The government and academia should jointly communicate the importance of sustainable

tourism practices to all stakeholders in all tourism destinations for the sustainability of Indonesia's tourism sector in the future.

Tourism is one of the largest and fastest economic sectors in the world, and has a significant role in providing sustainable development in many countries. At the same time tourism should be properly managed so as to benefit local communities and the natural and cultural environment [36]. Tourism is also a major activity capable of supporting responsible economic sectors and contributing 9% to global GDP. Until now there has been a significant growth in visitor arrivals rate even far beyond the world average forecast to continue, especially in developing countries. The tourism sector also contributes 29% in service exports worldwide. For many developing countries this contribution is very significant, and sometimes as a major source of foreign exchange earnings. The academic study confirms that the contribution of the tourism sector to economic growth and many international agencies, conventions and communications has officially recognized the importance of this sector as a driver of sustainable development [36].

The limitations of this study are the study of the perception of tourist satisfaction related to tourist expectations, the value of tourist experience, clean and safe environment, the quality of the area, the attractions and related services, the expectations and interests, and the suitability of the food. The next stage of the authors will continue this study resulting in a model of sustainable tourism Nature Park - Carita Beach.

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