

## **Improving Coastal Tourism Business Competitiveness: Using Ecotourism's Concept to Explore to Potential of Coastal Tourism Business Pandeglang and Serang Districts. Banten. West-Java. Indonesia**

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### **Abstract**

*The number of tourists are decreased especially surround Pandeglang because of the decreased of competitiveness of coastal tourism business. The concept so called ecotourism, which is consider as a new trend in tourism-based business, is expected to be able to improve the competitiveness of coastall tourism business in the aforementioned region. This research is aimed to find out new potential objects of coastal tourism which can be used as parameter of the competitive advantage coastal tourism business that match with the implementation of ecotourism's concept. The result of the research founded 3 potentials coastal tourism business could be improved based on ecotourism concept and competitiveness concept in Pandeglang regency which could improve the coastal tourism business: Tanjung Lesung coast; Anyer Coast; and Carita Coast. The description of competitiveness: Firstly, Tanjung Lesung coast is the most competitive coastal tourism busines (scored, 0.88). They have to improve open resources coastal tourism provided with diving, snorkling, and banana boating. Secondly, Anyer coast can become competitive coastal tourism business (scored, 0.71). They have to zoning and landscaping the open resource coastal tourism by collaborating the activities with local people. Finally, Carita coast almost becomes competitive coastal tourism business (scored, 0.61). They have to re-zoning and landscaping the coastal tourism area and developed natural coastal tourism. The results of the research indicated that Tanjung Lesung coast is the most competitive of coastal tourism compare to Anyer coast and Carita coast. The potential itself is: view point; landscape; culture; and sacred place.*

**Keywords:** *business, coastal tourism, content analysis, ecotourism, landscape, zoning, Indonesia.*

### **Introduction**

Since 2000, with nearly 200 million jobs in total, tourism accounts for some 10% of jobs worldwide (WTO, 1999) and 11.75% of the world's GDP. Tourism has been the world's largest employer, with more people in the world employed in the tourist industry than in any other, including agriculture. One of coastal tourism in Indonesia which is had expandable potential and located surround Pandeglang district. The distance is about 54 kilometers of Pandeglang city at West-Banten. The coast's region and environment is potential for coastal tourism. This region famous because the facilities and the accessibilities (DKP Banten, 2004). In 2002, Tanjung Lesung coast have been visited by 88,310 international tourists and 4,500,000 local tourists (Malia, 2003). So, the competitiveness of coastal tourism of Tanjung Lesung can be improved. It depends on the qualities of: scenic; shore; unique landscape; and viewpoint. Besides, it must be had spectacular scenery, recreational values and ecological values.

Furthermore, there are Carita and Anyer shores which are famous on wide shore along main way. There is Carita beach resort which is managed by PT Perhutani and there is lighthouse used by Dutch time colonial domination too. Surrounding these areas, three are 4 types of coral reefs colonies like *Porites massive*, *Enchingora lamellata*, and *Montipora digitata*. Even so, there is sea grass *Halophila spinulosa* (DKP Banten, 2004). However, the amount of tourist decreases now days which is cause by the decrease of environment qualities. It was so, because of destructive behaviors of the operator. There is an implementation and development concept called ecotourism based on environmental used for contributes to environmental protection which is based on community base, served tourism contains of education and learning, minimizes environment impacts, and contribution to local welfare. This concept is familiar as ecotourism concept and it can be plugged to protected area, open access area, conservation area, and culture area (WTO and UNEP, 2002).

However, there is the requirement for implemented the concept, such as: (1) coastal tourism which is contributes to conservation; (2) watched over sustainable aspect; (3) looked after coastal environment resources which were used; (4) expand coastal tourism added value based on learn to reduce impacts; and (5) coastal environment carrying capacity. The coastal tourism competitiveness concept keywords requirement (Halim, 2006) is: (1) creativity; (2) managing and controlling; (3) promoting; (4) benefits or pricing strategic and (5) the quality of destination. The aim of this research is to explore the competitiveness of coastal tourism business based on ecotourism's concept in Pandeglang District, Banten.

### **Methodology**

The research started from January 2010 till January 2011 (12 months) in Pandeglang district (5 sub-districts) with descriptive survey methodology to community, tour operator, and interrelated institutions (Berg, 1998.). There is secondary and primary data are used for the research which was consisted of 2 groups: social culture respondents, and information about coastal tourism potentials. Collected data was done by triangulation technique as: opened observation, structured interview, and secondary data benchmarking for validated the information (Marwick and Uniger, 1975). The located of research area is made by purposive and stratified sampling (Marimin, 2010) at three regions and four sub districts of coast area. Besides, collective data are used triangulation technique, there is: observation, interview, and secondary data. Efforts to engage people in research for social change are not new.

Furthermore, Participatory Action Research (PAR) and its variants are a strong body of theory and practice rooted in the social reform movements of the late 19th century and with many applications in the fields of international development, social psychology, industry, agriculture, and education. PAR is based on the principles of collective inquiry into problems, with and by those affected, and the actions that emerge from group reflection and better understanding (Chevalier and Buckles, 2007). So, based on focus group discussion (Krueger *et al.*, 2008) we get 22 of 75 respondents of two districts: Serang and Pandeglang, and four sub-districts: Anyer, Labuan, Pagelaran, and Panimbangan. The data tabulated by content analysis (Cohen, 1960) which is through 6 steps produced Kappa's value. The Kappa's value steps (Henderson, 1991) is: (1) decided explorations analysis the potential of coastal tourism; (2) decided parameters based on ecotourism's concept; (3) decided posting of each parameter based on ecotourism's concept; (4) decided matched parameter based on frequency ecotourism sub-concept; (5) count repeated frequencies each parameter which is expressed ecotourism's sub-concept; and (6) analyzed whole result.

### **Results and discussion**

There is much potential nature tourism in Pandeglang district. It indicated by many hotel and resort development closed to the beach which taken the benefits from beach scenic, bay and sand dune.

#### **Tanjung Lesung Coastal Tourism**

Tanjung Lesung beach locates in Panimbangan sub-district. It has scenic, sand dune, bay and coral reef. There are 12 hectares of peninsula in the north path of Tanjung Lesung. The tourist can chose their activity likes: swimming, jogging, beach volley balling, kate playing, fishing, snorkeling, jet skying. Besides, they can go to see the movie time Krakatau, even they can go to Ujung Kulon National Park. There are other special child program like "Badi Badak" and "Kul-Kul". The Content analysis of Tanjung Lesung coast based on ecotourism concept indicated that: (i) scenic, white sand done and agro tourism is the point of coast tourism's potential (values = 0.1784); (ii) coastal environment benefits and reduce poverty (values = 0.1701); (iii) coastal tourism and culture attraction with labor market participation among the working age population based on community development (values = 0.1660); (iv) Tanjung Lesung's coast (values = 0.1660); (v) diving-snorkeling activity (values = 0.1616) and (vi) movie time Krakatau (values = 0.1577).

The content analysis of Tanjung Lesung coast based on competitiveness concept indicated that: (i) the way of managing and controlling natural resources natural resources based on environmental regulations and climate change mitigation is the point of coastal tourism competitiveness; (ii) pricing strategic of coastal tourism activity; (iii) creativities of managing, creating and landscaping the destination, and developing a high level of labor market participation among the working age population; (iv) quality of destination based on ecotourism concept and environmental regulation; and (v) promoting movie time Krakatau. This study indicated that Tanjung Lesung coast is the most potential coastal tourism business based on ecotourism's concept and competitiveness' concept (Kappa's values= K= 0,88).

#### **Anyer Coast Tourism**

Anyer beach located in Serang sub-district has quiet good scenic, sand dune, and slope lightly bay. Recently, the potential are decreased.

It is caused by rapid hotel and resort development which were closed to the beach and most of their locations are over limit of demarcation's beach. The business activity of "CV Asia Pasific Aquatic" destructed sea environment, made beach degradation and destroyed biodiversity. It is rather ridiculous, because their activities were legalized (Stewart and Joubert, 1998; Mihalič, 2003) by Director General of Conservation and Director General of Forest's numbered 88/KPTS/DJ-V/2000, dated September 4, 2000. They stated that "CV Asia Pasific Aquatic" get the permit to exploit the coral reef (Malia, 2003). The Carita coastal tourism developed by using view point of scenic, zoning, and landscape restructuring (Fennell and Dowling, 2003; Wood, 2002). The tourist can go for fishing in tradition way or staying at eco-lodge while they can enjoy the scenic or local culture attraction. The location is around Kampung Tambang Ayam. Every year, there are traditional fishing championship activities at Sunda Straits which can be potential cultural tourism.

The Content analysis of Anyer coast based on ecotourism concept indicated that: (i) developed and plan for natural and cultural interpretation and local labor market trained is the point of potential of coastal tourism (values 0.1866); (ii) enjoy or appreciate scenic (values = 0.1770); (iii) coastal environment benefits, improved and matched of local labor market needs (values 0.1722); (iv) cultural attraction and improved labor market training (values = 0.1675); (v) developed new coastal tourism view by zoning and landscaping based on environmental regulations (values 0.1483) and (vi) improved the quality of destination (values = 0.1483). The content analysis of Anyer coast based on competitiveness concept indicated that: (i) promoted coastal tourism and culture attraction with community development, and trained local labour market is the point of coastal tourism competitiveness; (ii) managed and controlled natural resources and climate change mitigation based on ecotourism's concept and environmental regulations; (iii) pricing strategies, developed coastal environment benefit from coastal tourism activity; (iv) improved quality of destination based on ecotourism concept; and (v) developed new coastal view by zoning and landscaping based on ecotourism concept and matched with environmental regulation,. The result indicated that Anyer coast is competitive enough to be coastal tourism business based on ecotourism's concept and competitiveness concept (Kappa's values=  $K=0.71$ ).

### **Carita Coast Tourism**

Carita destination which located on side of main street of Anyer-Labuan is about 83 Kilometers from Serang City, and 10 Kilometers from Labuan. The Coastal tourism potential developed by using view point of scenic, zoning, and landscape restructuring (Fennell and Dowling, 2003; Wood, 2002). Even so, the natural resources of Carita coast almost become competitive coastal tourism based on ecotourism concept. The tourist's activities could be swimming close to the beach, boating, playing on sand dune, or just enjoying the scenic with view point of Java Sea. The location of potential coastal tourism is around Sukajadi coast. The Content analysis of Carita coast based on ecotourism concept indicated that: (i) coastal tourism and cultural attraction with community development (values 0.1959) is the point of coastal tourism; (ii) developed and planned for natural and cultural interpretation by improving matching local labor market and local labor market training (values 0.1907); (iii) coastal environment benefits and help local people's economic (values 0.1804); (iv) enjoy or appreciate scenic (values = 0.1701); (v) the quality of destination (values = 0.1443); and (vi) developed new coastal tourism view by zoning and landscaping based on ecotourism concept and matched with environmental regulations (values 0.1186).

The content analysis of Carita coast based on competitiveness concept indicated that: (i) promoted coastal tourism and cultural attraction based on ecotourism concept is the point of coastal tourism's competitiveness; (ii) managed and controlled natural resources based on ecotourism's concept; (iii) pricing strategies which can produced benefits from coastal tourism activity; (iv) creativeness to develop new coastal tourism destination by zoning and landscaping based on ecotourism concept; and (v) improved quality of destination. The result indicated that Carita's coast is almost become competitive coastal tourism business based on ecotourism's concept and competitiveness concept. (Kappa's values=  $K=0.61$ ).

### **Conclusions**

The research founded 3 potentials coastal tourism business which could be improved based on ecotourism concept and competitiveness concept in Pandeglang reGENCY: Tanjung Lesung coast; Anyer Coast; and Carita Coast. The description of competitiveness: Firstly, Tanjung Lesung coast is the most competitive coastal tourism business (scored, 0.88). They have to improve open resources coastal tourism provided with diving, snorkling, and banana boating. Secondly, Anyer coast can become competitive coastal tourism business (scored, 0.71). They have to zoning and landscaping the open resource coastal tourism by collaborating the activities with local people. Finally, Carita coast almost becomes competitive coastal tourism business (scored, 0.61). They have to re-zoning and landscaping the coastal tourism area and developed natural coastal tourism. The research indicates that Tanjung Lesung coast is the most competitive of coastal tourism compare to Anyer coast and Carita coast.

The potential itself (Griefenberg, 1997.) is: view point; landscape; culture; and sacred place. They must be conserved it by district government even by operator. So they could be sustainable coastal tourism which can contribute to local welfare and developed larger labor market.

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