

SUSTAINABLE DEVELOPMENT OF TOURISM DESTINATIONS

Case Study: Dewa Dewi Beach, Batang Regency

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ABSTRACT: Culture and natural beauty have become valuable assets that attract domestic and international tourists to visit Indonesia, both to enjoy its natural beauty and to understand its cultural diversity. Tourism has now become a universal need and must be handled seriously and involve all relevant parties. Promotion needs to be done so that the potential and attractiveness of tourism is better known, encouraging potential tourists to visit and enjoy tourist attractions. One example is the Dewa Dewi Beach Tourism Object in Batang Regency, which is a favorite destination for the Batang community because of its strategic location and easy access. Therefore, there is a need for sustainable development that must be carried out to improve Dewa Dewi Beach in Batang Regency.

Keywords: Development, sustainable, tourism

1. INTRODUCTION

The aim of tourism management is to enhance the well-being and prosperity of communities by increasing foreign exchange earnings, expanding and balancing business opportunities and employment, as well as promoting regional development while enriching culture through the preservation of cultural heritage and religious values. Tourism activities have the potential to bring positive impacts to local communities, businesses, and governments, particularly in terms of economic benefits such as increased regional and community income, job creation, and increased productivity and community participation in preserving local natural resources. The development of tourism is essentially an integral part of national development efforts to achieve physical and mental well-being for all Indonesian citizens, so that the natural and cultural wealth of the archipelago can be enjoyed equally by all. Although the growth of tourism in an area brings many economic, social, and cultural benefits to the community, if its development is not properly planned and managed, it can lead to various detrimental issues for the community. (Aurellita, 2022)

To enhance economic growth through optimal tourism development and utilization, it is important to provide effective handling in efforts to develop tourism destinations in

Indonesia. Stakeholders in the tourism industry have begun to take development steps by conducting research and observation on tourism destinations in Indonesia. These steps aim to evaluate potential and identify potential problems in each destination, as well as to find solutions to overcome them. In addition, promotion through various media, both print, electronic, and multimedia, is also carried out to increase public awareness of the existence of these tourism destinations and encourage their participation in development.

Batang Regency has well-known tourist destinations with great potential for development, including Dewa Dewi Beach. Located in Depok Village, Kandeman District, Batang Regency, it is one of several beaches along the northern coast of Java Island. Dewa Dewi Beach features black sand with rocky shores lining the coastline. The presence of hills in the surrounding area also adds to its allure. The potential of Dewa Dewi Beach in Batang Regency is diverse, including tourism potential, marine conservation and fisheries, natural beauty, local wisdom, and scientific potential managed by the Batang Regency Government. (Dewi, 2014)

2. PREVIOUS RESEARCH

Previous studies, such as the research conducted by Fajrin Mappa in 2012 with the title "Development Strategy of Tamarunang Beach as a Beach Tourism Object in Jeneponto Regency", utilized methods of potential and constraint analysis, SWOT/IFAS analysis, and EFAS to formulate development strategies. The results of this research produced policy direction programs which were then continued with area segmentation analysis. The similarity between this research and the current study lies in their focus on the development strategies of tourism objects, although the current research employs a qualitative approach and is located in a different area. (Fajrin, 2013)

Previous research, such as that conducted by Sri Wahyuningsih in 2018 with the title "Development Strategy of Apparalang Beach Tourism Object as a Tourism Destination in Bulukumba Regency", utilized a qualitative descriptive approach and SWOT analysis method to evaluate the extent to which the implementation of tourism object development strategies can increase the number of tourists. Although both have a similar focus on the development strategies of tourism objects, differences are apparent in the methodological approach and research location. (Wahyuningsih et al., 2019)

3. METHOD

3.1 Type of Research

This research utilizes a qualitative approach, which involves findings obtained not through statistical procedures or other numerical methods. The research procedure yields descriptive data in the form of written or oral words from observable individuals. This study is classified as field research.

The researcher will endeavor to obtain data directly from primary sources (first-hand), rather than secondary sources. Qualitative research aims to track data obtained from primary sources, as far as possible, considering factors such as time, energy, costs, research topics, and others.

3.2 Data Sources

1. Primary data sources are data obtained by the researcher from original sources. In this case, the data collection process needs to consider who the primary sources are to be used as objects. The primary data sources to be used by the author are data obtained through direct interviews with tourists and beach owners.
2. Secondary data refers to research data obtained indirectly through intermediary media or collected and recorded by other parties (Indriantoro and Supomo, 1999). These data are obtained from the Batang Regency Transportation and Tourism Office, the Dewa Dewi Beach Management, economic journals, and other literature discussing research material such as maps, visitor numbers, and other supporting data considered relevant to this study.

3.3 Data Collection Methods

- Library Research: Collecting data through literature studies, gathering data or documents related to the research topic from company documents or relevant literature.
- Field Research: Gathering data through field research using the following methods:
 - a) Observation: Observing an object directly and in detail to gather information about it. This technique is used to observe firsthand the services, honesty, and daily practices applied by tourists.

- b) Interview: Collecting data through oral questioning of the parties under investigation, namely the managers and tourists of Dewa Dewi Beach, Batang, to obtain information about the strategies they employ in compliance with Sharia law or otherwise.
- c) Documentation: Collecting data by analyzing documents containing information supporting the analysis in the study.

3.4 Data Analysis Techniques

The relevant data analysis technique in this study is qualitative descriptive. Therefore, data management should utilize qualitative data processing methods. Qualitative data can consist of words, sentences, or narratives obtained from interviews or observations. Qualitative research employs an inductive thinking approach, which moves from specific to general considerations

4. RESULT AND DISCUSSION

Potentials in Developing Dewa Dewi Beach Tourism Object, Batang

The Dewa Dewi Beach tourism object provides an understanding to the community as a tourism destination. This can be understood to encompass goals within the framework of tourism destination development, which should at least include the following main components:

- a. Objects and attractions, including attractions primarily based on the natural richness possessed by Dewa Dewi Beach.
- b. Accessibility, including adequate transportation support.
- c. Amenities, including supporting facilities such as accommodation and other comfort facilities like karaoke, etc.
- d. Institutional support, related to the presence and roles of each element in supporting tourism activities, including the local community as hosts.
- e. Formal event rental, where Dewa Dewi Beach can be rented for events such as weddings and others.

There are several strategies in tourism development (SO, WO, ST, WT), each part focusing on developing attraction potentials as tourism products, infrastructure development strategies, security enhancement, and sustainable tourism planning and development strategies.

Challenges Faced by Managers in Developing Dewa Dewi Beach Tourism Object, Batang

The lack of support and attention from the Government in managing the attractions of Dewa Dewi Beach by not providing tourism management education to the community has caused the community to be unaware of what to do to develop tourism in the Dewa Dewi Beach area. It is known that the community actually wants to play an active role and be involved in managing the Dewa Dewi Beach tourism area, but they are still waiting for optimal assistance and support from the government or the Batang Regency Tourism and Culture Office. The challenges faced by the community until now include several internal factors, such as a lack of knowledge about good tourism business management due to low education levels and a lack of entrepreneurship management knowledge. External constraints include the community's lack of capital to develop their existing businesses, difficulty in finding business partners in Dewa Dewi Beach areas, and lack of government support due to insufficient tourism education and, most importantly, the following need to be addressed:

- a. Lack of maintenance for existing rides and supporting facilities.
- b. Environmental cleanliness around the beach area is lacking and affects the view.
- c. Environmental cleanliness in the beach area is not well-organized, such as providing trash bins at several strategic points.

Future Expectations of Managers Regarding the Development of Dewa Dewi Beach Tourism Object, Batang

The progress of tourism objects in Batang Regency, especially Dewa Dewi Beach, is highly expected to be in line with the improvement of the surrounding communities' welfare. Tourism progress must be able to provide economic progress for the communities around the tourism object. This is a challenge that must be addressed by all parties, both the government and stakeholders who play important roles in the tourism industry. Another hope of the community is that the Culture and Tourism Office in Batang Regency will pay attention to the welfare of the community. Tourism progress must be accompanied by economic progress for the community.

Empowering the community's economy is a measure of the success of Batang Regency's tourism. Thus, there is a need to increase tourism based on community participation. The best strategy for developing tourism by increasing community participation is to enhance the progress of tourism objects in Batang Regency, especially Dewa Dewi Beach (Heryati, 2019)

5. CONCLUSION

Based on the discussion above with the managers, the potentials found at Dewa Dewi Beach Tourism Object in Batang Regency are obtained. The potentials that need to be developed sustainably are as follows:

- a) With additional facilities such as security officers, trash bins, ample parking space, food vendors, and toilets. In addition to its diverse coral reefs, the underwater scenery at Dewa Dewi Beach Tourism Object is also enlivened by karaoke and adequate sound systems.
- b) The development of tourism objects undertaken by the Batang Regency government is still in the process of infrastructure development and promotional activities to attract tourists on a monthly or annual basis. The tourism potential in Batang Regency is considerable, as seen from its geographical location, surrounded by numerous tourist attractions in the area and supported by the diversity of tourism, such as religious tourism and beach tourism.
- c) The lack of support from the Government in managing the attractions of Dewa Dewi Beach Tourism Object in Batang Regency, especially regarding education about tourism management for the community. In reality, the community is eager to play an active role and be involved in managing the attractions of Dewa Dewi Beach Tourism Object in Batang Regency

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