Assessing Socio-Economic Sustainability in Coastal Tourism Destinations of North Jakarta, Indonesia

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ABSTRACT

Purpose: This research aims to evaluate the socio-economic sustainability of 12 coastal tourism destinations in North Jakarta, recognized since 2011, by assessing their levels of social and economic sustainability.

Method: The study uses a descriptive research design with a quantitative approach, employing scoring analysis techniques. Data were collected through observations and Focus Group Discussions (FGDs) with key informants from the 12 coastal tourism destinations in North Jakarta.

Result: The scoring-based evaluation ranked the 12 destinations based on their socio-economic sustainability performance. Four areas—Kelapa Gading, Sunda Kelapa, Tanjung Priok, and Ancol—were categorized as highly sustainable, while Bahtera Jaya Yacht Club was identified as the least socio-economically sustainable. Overall, the 12 coastal tourism destinations in North Jakarta were classified as fairly sustainable from a socio-economic perspective.

Practical Implications for Economic Growth and Development: This study identifies key areas for enhancing socio-economic sustainability in 12 coastal tourism destinations, which can inform policy and investment decisions to boost local economies and stimulate growth in surrounding sectors such as creative industries, trade, and services, by promoting local products and increasing income for local businesses.

***Keywords:*** *destination, sustainability, socio-economic, tourism*

INTRODUCTION

Tourism destinations are the focal points of tourist activities and must be managed to be sustainable, resilient, high-performing, and technologically adept (Fyall & Garrod, 2020). According to Government Regulation of the Republic of Indonesia Number 50 of 2011, concerning the National Tourism Development Master Plan for 2010-2025, tourism destinations are defined as geographical areas within one or more administrative regions that feature tourist attractions, public and tourism facilities, accessibility, and community involvement.

In 2023, the development policies for tourism and the creative economy focus on creating a quality, digital-based, and sustainable tourism industry (Kemenparekraf, 2023). This requires that tourism destinations be managed in a way that is sustainable across economic, social, cultural, and environmental dimensions, as outlined in Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Permenparekraf) Number 9 of 2021. Sustainable tourism destinations should be managed to foster innovation and integrated destination management to meet tourist needs (Mlejnková et al., 2021).

The North Jakarta City Government, through the Tourism and Creative Economy Sub-agency (Sudin Parekraf), has designated 12 coastal tourism destination routes as outlined in the Decree of the Mayor of North Jakarta Number 345 of 2011. These routes include: (1) Muara Angke Area; (2) Suaka Marga Satwa Area; (3) Sunda Kelapa Area; (4) Luar Batang Area; (5) Ancol Area; (6) Bahtera Jaya Yacht Club; (7) Tanjung Priok Area; (8) Mangga Dua Area; (9) Monument Area; (10) Islamic Center Area; (11) Kelapa Gading Area; and (12) Marunda Area, as shown in Figure 1.

Figure 1. Map of 12 Coastal Tourism Destination Routes in North Jakarta
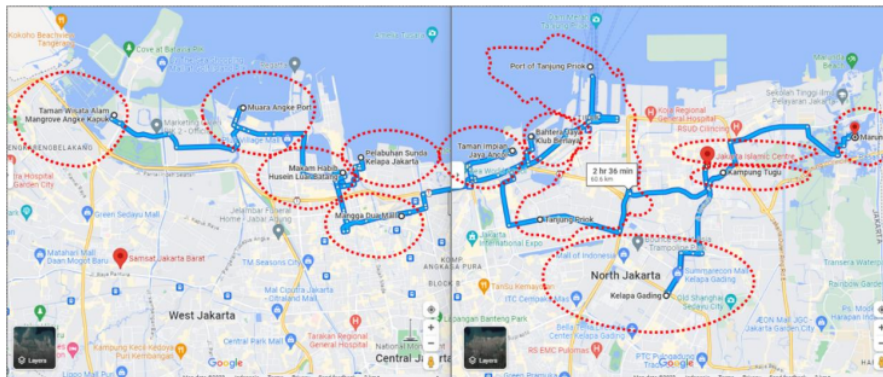
Source: Google Maps (2024)

The purpose of establishing the 12 coastal tourism destination routes was to boost tourism activities in North Jakarta, particularly in coastal areas. However, over time, new tourist attractions such as Pantai Indah Kapuk (PIK) and Pluit have emerged in North Jakarta, but these have not been included in the current coastal tourism mapping. Additionally, several attractions within the original 12 routes have not been optimally managed or developed, as evidenced by insufficient visitor data and customer feedback. Interviews with the Head of the North Jakarta Tourism and Creative Economy Sub-agency revealed plans to revise the policy governing these 12 destinations, highlighting the need for an evaluation of their sustainability after more than a decade since the policy's establishment in 2011.

Sustainability analysis involves translating sustainability requirements into operational objectives, addressing economic, ecological, and social aspects to enhance the long-term success of the industry. Sustainable tourism is crucial for maintaining environmental balance, as it aims to develop the tourism sector in a way that provides both social and economic benefits while ensuring that future generations can meet their needs (Adeola et al., 2019).

Economic sustainability refers to an economy's ability to meet current needs while maintaining growth and development potential. Social sustainability focuses on promoting justice, equality, and diversity, ensuring that all societal members' needs and aspirations are addressed (Abenayake et al., 2018). Integrating these concepts is essential for achieving overall sustainability, where economic development occurs without compromising environmental integrity and social needs are met without depleting natural resources.

Previous studies have predominantly used qualitative descriptive methods (Berzina & Tsoy, 2021; Magvira et al., 2022; Streimikiene et al., 2021), gathering data through observations and interviews with relevant stakeholders. While there has been some research on the social dimension of tourism sustainability (Nugraheni et al., 2020), the economic dimension has been extensively studied, primarily using quantitative approaches (Rachmawati et al., 2021). To obtain more objective, testable, and statistically analyzable results on socio-economic sustainability, this study employed a quantitative descriptive research design with scoring analysis techniques (Sariasih et al., 2023).

While research on social and economic sustainability is common, studies focusing on the 12 Coastal Tourism Destination Routes are still rare. Since 2011, only four unpublished student theses and one national journal article have addressed this topic. The latter study, by Sarudin (2022), examined the impact of branding Abang None of North Jakarta on promoting the 12 coastal tourism routes, showing a 61.1 percent contribution to their promotion with other factors accounting for the remaining influence.

This research will serve as a foundation for drafting an academic manuscript to support the policy revision of the 12 coastal tourism destination routes in North Jakarta. Addressing both practical and scientific gaps, the study aims to rank the current conditions of the tourist areas across the 12 routes and assess their levels of social and economic sustainability.

METHOD

The study employed a descriptive research design with a quantitative approach, utilizing scoring analysis techniques. It was conducted across 12 coastal tourism destination routes in North Jakarta. Data collection occurred in two stages: (1) observations and (2) completion of questionnaires during focus group discussions (FGDs) with tourism stakeholders in the 12 routes. A total of 25 indicators were assessed. The study population included parties involved in tourist attractions within the 12 routes, with a purposive sampling technique used to ensure the sample represented the entire population. Respondents were managers or staff actively working in these coastal tourism routes.

Field observations addressed the conditions of existing tourist areas, while FGDs evaluated the social and economic aspects of sustainability. Sustainability was analyzed using a scoring method based on a Likert scale, where higher scores indicated better support for tourism development sustainability. The checklist instrument, based on the point rating system (PRS), was validated and tested for reliability using the product moment correlation technique and Cronbach's alpha. Data processing involved mapping the existing conditions of tourist areas in North Jakarta using an interval scale (interpretation), and determining sustainability scores through a multi-stage equation as outlined by Sariasih et al. (2023).

$$\text{Dimension Score} = \frac{\text{Total Score of Indicator}}{\text{Number of Indicator} \times \text{Number of Samples}}$$

$$\text{Variable Score} = \frac{\text{Total Score of Dimensions}}{\text{Number of Dimensions}}$$

$$\text{Sustainability Score} = \frac{\text{Total Score of Variable}}{\text{Number of Variable}}$$

The instrument for assessing existing conditions and equations is based on Regulation Number 9 of 2021 by the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia, which provides guidelines for sustainable tourism destinations. This regulation ensures that the management of protection, utilization, and development of areas as sustainable tourism destinations is effectively implemented. It includes variables and dimensions related to sustainable tourism destinations as follows.

Table 1. Variable, Dimension, and Rating Scale

Variable	Dimension	Rating Scale
Economy	Measuring the economic contribution of tourism	1 = Very Low
	Employment and career opportunities	2 = Low
	Supporting local entrepreneurship and fair trade	3 = High
Social	Support for communities	4 = Very High
	Preventing exploitation and discrimination	
	Ownership and user rights	
	Safety and security	
	Access for all	

Source: Regulation Number 9 of 2021 by the Minister of Tourism and Creative Economy of Indonesia

The collected data is then processed and interpreted using the sustainability category and point rating system, with the following intervals:

Table 2. Category of Sustainability Level

Interval	Category
1.00 – 1.74	Unsustainable/Very Low
1.75 – 2.49	Less Sustainable/Low
2.50 – 3.24	Fairly Sustainable/High
3.25 – 4.00	Very Sustainable/Very High

Source: Parmawati et al. (2019)

RESULT AND DISCUSSION

Findings

A tourist travel pattern is a route designed through the identification and mapping of diverse tourist attractions, supporting facilities, infrastructure, accessibility, duration of tourist visits, and distances between attractions (Siregar et al., 2022). Geographically, North Jakarta has a natural advantage in creating travel routes due to its coastal location, offering scenic sea and beach views that are unique compared to other administrative regions in Jakarta. North Jakarta also offers a variety of tourism types, including cultural, nature, religious, culinary, shopping, and sports tourism.

The North Jakarta government, through its Tourism and Creative Economy Sub-agency, has made continuous efforts to develop coastal tourism, which includes marine, historical, cultural,

culinary, religious, shopping, and sports tourism. As part of this initiative, the "12 Coastal Tourism Destination Routes" were designed to enhance communication and coordination across sectors, strengthen tourism cooperation, improve service delivery, promote equitable regional development, increase tourist visits, and extend tourists' length of stay. A study has been conducted on these 12 routes to assess the current conditions and sustainability levels of each destination. The score calculations and interpretations are presented as follows.

Table 3. Existing Conditions of 12 Coastal Tourism Destination Routes in North Jakarta

Rank	Destination	Total Score	Average	Interpretation
1	Kelapa Gading Area	104	4.00	Very High
2	Sunda Kelapa Area	104	4.00	Very High
3	Tanjung Priok Area	103	3.96	Very High
4	Ancol Area	97	3.73	Very High
5	Suaka Marga Satwa Area	80	3.08	High
6	Mangga Dua Area	78	3.00	High
7	Marunda Area	72	2.77	High
8	Tugu Area	72	2.77	High
9	Jakarta Islamic Center Area	72	2.77	High
10	Muara Angke Area	61	2.35	Low
11	Luar Batang Area	59	2.27	Low
12	Bahtera Jaya Yacht Club	26	1.00	Very Low

Source: Processed data (2024)

Based on data from the 12 coastal tourism destination routes in North Jakarta, it is observed that Kalapa Gading Area (4.00), Sunda Kelapa Area (4.00), Tanjung Priok Area (3.96), and Ancol Area (3.73) have a very high level of sustainability. Additionally, Suaka Marga Satwa Area (3.08), Mangga Dua Area (3.00), Marunda Area (2.77), Tugu Area (2.77), and the Jakarta Islamic Center Area (2.77) demonstrate a high level of sustainability. In contrast, Muara Angke (2.35) and Luar Batang (2.27) are rated at a low level of sustainability, while Bahtera Jaya Yacht Club (1.00) ranks at a very low level.

Although the sustainability levels vary across destinations, the overall sustainability of the 12 destinations is assessed as an integrated coastal tourism route, taking into account both economic and social aspects, as outlined below.

Table 4. Sustainability of Economic Aspects

Dimension	Indicator Score	Indicator	Sample	Dimension Score
Measuring the economic contribution of tourism	31	1	12	2.58
Employment and career opportunities	135	4	12	2.81
Supporting local entrepreneurship and fair trade	106	3	12	2.94
Economic aspect score/ variable score				**2.78**

Source: Processed data (2024)

Based on the table above, the economic aspect received a score of 2.78, placing it within the interval range of 2.50 - 3.24, which falls under the "fairly sustainable" category. The highest scoring indicator is "supporting local entrepreneurship and fair trade," with a score of 2.94, while the lowest is "measuring the economic contribution of tourism," with a score of 2.58.

Table 5. Sustainability of Social Aspects

Dimension	Indicator Score	Indicator	Sample	Dimension Score
Support for communities	106	3	12	2.94
Prevention of exploitation and discrimination	110	3	12	3.06
Ownership and user rights	146	3	12	4.06
Safety and security	112	3	12	3.11
Access for all	182	5	12	3.03
Social aspect score/ variable score				**3.24**

Source: Processed data (2024)

In the social aspect, five dimensions serve as benchmarks for sustainability in a destination. The total score for the social aspect is 3.24, placing it in the "fairly sustainable" category. Although this score is higher than the economic aspect score, both still fall within the same sustainability category. "Ownership and user rights" received the highest score of 4.06, categorized as "very sustainable," while "support for the community" had the lowest score of 2.94, classified as "fairly sustainable."

Considering the economic aspect score of 2.78 and the social aspect score of 3.24, the overall sustainability level of the 12 coastal tourism destination routes can be determined using the following equation.

$$\text{Sustainability Score} = \frac{\text{Total Score of Variable}}{\text{Number of Variable}} = \frac{2.78 + 3.24}{2} = 3.01$$

Overall, the social and economic aspects of the 12 coastal tourism destinations in North Jakarta received a score of 3.01, which falls within the interval range of 2.50 - 3.24, indicating that the destinations are classified as "fairly sustainable."

Discussion

Each tourist destination offers unique attractions based on its potential and resources (Yosandri & Eviana, 2022). The greater the potential in a given area, the more viable it is for development as a tourist destination. For example, Kelapa Gading scores as highly as Sunda Kelapa, with an average score of 4.00, yet it offers a very different kind of tourism potential. Kelapa Gading is known as a significant commercial and residential hub in Jakarta, featuring offices, restaurants, luxury properties, and shopping centers such as Mall of Kelapa Gading, Mall of Indonesia, Artha Gading Mall, and Boulevard. It is also home to various creative industries, such as fashion, design, and art. Venues like La Piazza and Gading Festival host art events, exhibitions, and performances, contributing to the area's vibrant creative ecosystem. This rapid development has turned Kelapa Gading into a shopping tourism destination, significantly contributing to the local socio-economic sustainability.

In contrast, Sunda Kelapa is one of Indonesia's oldest ports and marks the historical beginnings of Jakarta. It still operates as a port for traditional "pinisi" ships from Makassar, serving as inter-island transportation within Indonesia. Unfortunately, despite its historical significance, the Sunda Kelapa area has largely become an industrial zone. Tourists can visit

the port to witness its history and observe the pinisi ships and industrial activities, but caution is needed due to the frequent movement of containers. Managed by Pelindo (PT Pelabuhan Indonesia), Sunda Kelapa Port adheres to sustainability guidelines.

The Bahtera Jaya Yacht Club, however, faces significant sustainability challenges. It received a total score of 26, with an average score of 1.00, indicating a very low level of sustainability. Located in North Jakarta, the Yacht Club serves as the Water Sports Development Center for the Jakarta Regional Government. The club's facilities, housed in a Dutch-era building from the 20th century, have historical value. However, the site has numerous shortcomings, including poor management, limited facilities, difficult access, the absence of local traders, and scant information about the destination. Although sports tourism can boost visitor numbers and benefit the local economy (Zauhar, 2004; Ntloko & Swart, 2008), much improvement is needed for the Bahtera Jaya Yacht Club to reach its full potential.

Between 2016 and 2019, the tourism sector contributed approximately 4.6% to 4.9% of Indonesia's economy (Mun'im, 2021). This impact is measured through various metrics such as value-added, employment, and sales revenue. While most destination managers have tracked visitor numbers, income, and expenditures, public reporting remains limited.

The diverse tourist attractions in the 12 coastal destinations have created high employment opportunities. These tourism activities generate tangible economic benefits, particularly by increasing local incomes (Alfatianda & Djuwendah, 2017; Lee & Jan, 2019). Job opportunities are available for all locals, including women, youth, minorities, and people with disabilities. Agreements between tourism business entities and local communities ensure decent job opportunities. To maintain service quality, training programs or courses are offered to develop skilled human resources and address any issues at tourist attractions.

These 12 coastal destinations also add value by supporting local entrepreneurship and fair trade. In some locations, local entrepreneurs are provided with spaces to operate their businesses. Micro, Small, and Medium Enterprises (MSMEs) are supported through mentorship, financial assistance, and business development opportunities. Cooperation between local communities and businesses is fostered by building trust and awareness (Lindstrom & Larson, 2016). Local products can be promoted and sold, generating income for nearby businesses. MSMEs are also given access to tourism-related markets, allowing them to tailor their offerings to visitor needs. Tourism activities contribute to both the direct and indirect growth of the local economy.

Social sustainability involves managing both the positive and negative impacts of tourism on people (UN Global Compact, 2024). Local communities must actively participate in sustainable tourism development from the planning phase through to management, monitoring, and evaluation. When the community is engaged, tourism development tends to run more smoothly (Wibowo & Belia, 2023). Community involvement fosters a sense of responsibility and motivation, which can lead to improvements in the overall quality of life (Wijaya & Sudarmawan, 2019). Destination managers encourage community involvement through consultations, legal agreements, and compensation where necessary. Additionally, there are explicit regulations against human rights violations, exploitation, discrimination, and harassment.

Although existing laws and regulations regarding visitor safety and comfort are generally well implemented, only a few destinations offer health and security services that meet current standards. Some attractions lack safety officers, warning signs, and proper hazard-handling equipment, such as fire extinguishers and evacuation instructions. Inspections of tourism facilities to ensure compliance with cleanliness, health, and safety standards are not conducted regularly. Food safety is also a concern, requiring collaboration from local communities, tourism managers, the government, and visitors themselves to prevent health-related issues (Lin et al., 2021).

Accessibility information is available at many tourist destinations, but not all sites provide detailed information on facilities and accessibility. In general, while the management and development of most tourism destinations have been progressing well, the level of

sustainability—particularly regarding social and economic aspects—varies significantly. If certain destinations have reached a point of stagnation, the government should evaluate policies related to North Jakarta's coastal tourist routes to foster a regenerative and sustainable tourism.

CONCLUSION

The purpose of this research is to evaluate the socio-economic sustainability of 12 coastal tourism destination routes in North Jakarta, which have been recognized since 2011. By compiling a ranking of these destinations and assessing their levels of social and economic sustainability, the study aims to provide insights into how these areas measure up in terms of sustainability.

The results of the study indicate a significant variation in sustainability levels among the destinations. Specifically, four destinations were rated with a very high level of sustainability, five with a high level, two with a low level, and one with a very low level. This variation suggests that while some destinations excel in sustainability practices, others require substantial improvement. The findings recommend that the government use the top-ranked destinations, such as Kelapa Gading and Sunda Kelapa, as models of best practices. Implementing a mentoring system based on these successful examples could help improve the sustainability levels of lower-ranked destinations.

The study highlights several areas for improvement. Economically, tourist destinations need to enhance their measurement of tourism's economic impact by collecting more comprehensive data on visitor numbers, revenues, and local community involvement. Providing career opportunities and support for local entrepreneurs is also crucial. Socially, destinations should increase their support for local communities by involving them in all stages of tourism development, from planning to management. Additionally, each destination should establish a digital platform, such as a website or social media presence, to improve interaction with visitors and gather feedback for continuous improvement.

The sustainability of tourism in these 12 coastal destinations can drive growth in surrounding economic sectors, including creative industries, trade, and services. The presence of tourists promotes local products and generates income for local businesses, demonstrating the positive economic impact of well-managed tourism.

For future research, it is suggested to explore the sustainability of cultural and environmental aspects within these 12 coastal destinations. This would provide a more comprehensive understanding of sustainability and serve as a valuable reference for the government in evaluating and shaping future policies.

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