

Analysis of the Potential and Performance of the Tourism Sector towards the Community (Study on Pasir Kencana Beach Tourism Area in Pekalongan City)

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Abstract

Purpose: Tourism has become a major growth engine in Indonesia and has helped the local economy and government. One of Indonesia's emerging economic sectors is tourism. Pekalongan is one of the most central cities in Java and has many natural and man-made tourist spots. To increase the attractiveness and sustain tourism, Pasir Kencana tourism in Pekalongan city should be properly managed. The objective of this investigation is to determine the extent to which community-based tourism (CBT) is being used, how it is implemented, and what obstacles are encountered in implementing CBT in tourism.

Method: Data were collected through observations, interviews, and documentation. Data analysis was conducted through the use of the descriptive narrative method.

Result: These results show that although the community has participated in tourism management, it has not reached the desired level. Pasir Kencana Beach is a good example of community-based tourism, evidenced by the activities of a good tourism outreach group (Pokdarwis). Constraints of community-based tourism management development strategies include promoting tourism, adding qualified human resources based on the field of education, using information technology to introduce and promote tourism to a wider audience; it is also possible to attract investors to help improve tourism-related infrastructure and develop tourism destinations by making the best use of available space and leveraging local uniqueness and culture to generate more revenue from visitors.

Contribution: This research contributes to developing scientific concepts about community participation in developing tourist destinations.

Keywords: Tourism, Community Based Tourism, Society

Introduction

The World Tourism Organization (WTO) predicts that by 2050 the tourism sector will be the largest in the world. This claim is supported by WTO data from 1995-2002, which indicate that the sector will grow to become the largest in the world. The number of tourists visiting different nations increased by 3.57 percent per year according to 2002 data. The World Travel & Tourism Council says that although the tourism sector will still not fully recover by 2023, progress will occur gradually. Meanwhile, by 2023, the tourism industry will generate only 5 percent of the world's GDP, or \$9.5 trillion. According to WWTC, the global tourism industry will slowly recover by 2024.

In its report, WEF said the COVID-19 pandemic has caused the greatest damage the travel and tourism industry has ever seen. The industry has suffered a loss of \$4.5 trillion in GDP and 62 million jobs worldwide due to consumer fears, economic downturns and travel restriction policies. The WEF report states that the number of foreign tourists in January 2022 increased by 18 million compared to January 2021. However, this is still 67 percent lower than the pre-pandemic level in 2019.

In the 2021 TTDI ranking, Indonesia has a score of 4.4. This ranking is an improvement from the 2019 score for tourism and travel, which now ranks 44th in the world. According to



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data from the BPS report, companies in Indonesia dealing with tourist attractions increased in 2021 compared to the previous year. However, these conditions prior to the COVID-19 pandemic were significantly higher.

The tourism industry will grow in a planned and integrated way and surpass that of other industries, such as the oil and gas sector, in terms of its role in a country's economy. As a result, the travel and tourism industry will accelerate and contribute to development. Tourism also plays a key role in creating new jobs for local labor and generating foreign exchange for a country.

Indonesia has 34 provinces, from Sabang to Merauke, which have great potential and natural resources due to the diversity of tribes, customs and cultures. In addition, Indonesia offers a wide range of natural beauty and fauna due to its tropical and archipelagic location. As mentioned earlier, local wisdom and unique characteristics of tourist attractions should be developed and preserved to attract domestic and foreign tourists. The government should support the development of tourist attractions as the tourism sector has huge growth potential.

However, even in the tourism sector, most of them are not yet fully developed. To support the achievement of development goals and stabilize the growth of this sector, the development of tourism-related products should be pursued. The growth of tourism helps preserve Indonesia's personality and cultural values by utilizing all of its natural beauty and wealth. A country's local, regional and national tourism is closely related to the development of that region or country; in other words, tourism development in a tourist location will always consider the overall benefits to the community.

Due to their natural beauty and uniqueness, coastal areas have great potential to become tourist attractions. As a result, tourism can help develop local economies and boost them. Coastal tourism generally focuses on the strengths of each area, such as landscapes, ecosystem features, cultural arts, and community characteristics. The growth of marine tourism requires sustainable management and development that considers the needs of current and future generations. Therefore, marine tourism development must consider the needs of current and future generations. Responsible marine tourism can preserve the coastal environment.

Pekalongan is the route that connects East Java with West Java and is an essential element of the province of Central Java. It is easily accessible because to its Pantura position and close proximity to the Java Sea. Pekalongan Regency offers stunning views of the mountains and coast. As such, the Pekalongan Regency Youth, Sports, and Tourism Office ought to handle the tourism industry with caution. Because of its strong economic expansion, this coastal region which includes Pekalongan City, Batang Regency, and Pekalongan District or Petanglong is one of Central Java's Provincial Strategic Areas (KSP). Coastal tourism in Pekalongan Regency is a visual treat that can promote trade and other services while also contributing to economic prosperity.

There is a lot of room for growth in Pekalongan tourism, including ecological tourism and tourism related to the arts. Pekalongan Regency has the ability to boost local income, particularly through tourism. The Batik Museum, Tirta Sari Swimming Pool, Tirta Bumi Hot Springs, Wonokerto Beach, Pasir Kencana Beach, Slamaran Indah Beach, and Depok Beach are a few of these. Furthermore, the numerous ponds that have been built in the Pekalongan Regency contribute to its potential for coastal tourism. This can sustain the fisheries' potential in Pekalongan Regency's coastal areas, meaning there are still a ton of untapped commercial options. It can offer chances for business development in addition to investment opportunities in the processing industry.

However, numerous problems have emerged over the years that have impacted the coast. The survival and existence of coastal tourism will be threatened if these problems are not addressed. The beach line in many coastal areas has been altered by erosion and abrasion over the past twenty years. There is a threat to coastal communities and coastal life (Wahyudi, 2009). According to the 2004 Balitbang data of Central Java Province, the abrasion pressure in Pekalongan regency was 24,145 hectares, with a rate of 2,012 hectares per year. With an area of 5,150 hectares and an average rate of 0.49 hectares per year, Pekalongan city ranks second.

Abrasion is caused by the loss of coastal green belts, particularly mangrove forests around Pekalongan regency. Fish farming will be directly affected by this and the loss of spawning areas. Abrasion also threatens coastal tourism because it raises sea levels and tides in the vicinity. In addition, this action has the potential to directly damage the coastal environment. Coastal communities in the Pekalongan regency that operate nearby will be impacted by changes in the marine ecosystem.

Sustainable coastal tourism is a concept that needs to be developed to address existing problems and opportunities in the coastal areas of Pekalongan Regency. Accordingly, this investigation will examine issues related to coastal tourism development in Pekalongan Regency in order to ensure that coastal area development remains a natural tourism resource that can generate sustainability in economic, environmental, and social terms.

Research Method

This study identifies the potential, problems and current status of coastal tourism in Pekalongan Regency to determine how it should be developed. An analytical descriptive approach should provide more complete, detailed, reliable and meaningful data. A descriptive design was used in this study. The purpose of this type of report is to provide a scientific description of the socio-economic impact analysis of the Pasir Kencana beach community.

This research was conducted in Pekalongan City, and the research site in the Pasir Kencana tourism area, where the tourism awareness group, the community around the beach (tourists, village heads, and other people who are not included in the tourism awareness group), will be conducted. This research location was chosen for several reasons:

1. A long-standing tourism group runs Pasir Kencana beach.
2. Pasir Kencana Beach, a beach area in Pekalongan City that has just been opened, is very popular with tourists.
3. The sales package shows the potential for a huge money spin.
4. Consistent management leading to lasting income potential.

Result and Discussion

Pekalongan is located at 6o50'42"-6o55'44" LS and 109o37'55"-109o42'19" East. The city of Pekalongan stretches between 510.00 and 518.00 km longitudinally and 517.75 and 526.75 km transversely. All its areas are flat and there are no significant slopes. 67.48% of the city consists of dry land hectares and 32.53% of rice fields. The city of Pekalongan has a slightly gray soil type with yohidromorphic and yellowish-gray alluvium.

The greatest separation is ± 9 km from north to south and ± 7 km from west to east. The Java Sea borders Pekalongan City's administrative boundaries to the north, Pekalongan Regency and Batang Regency to the south, Pekalongan Regency to the west, and Batang Regency to the east. With an average density of 6,672 inhabitants per sub-district area of 45.25 km², Pekalongan City is divided into 4 sub-districts: West Pekalongan Sub-district, East Pekalongan Sub-district, South Pekalongan Sub-district, and North Pekalongan Sub-district.

The Pekalongan city government is still examining current possibilities. So far, efforts to increase tourism in Pekalongan City have been linked to the development of other sectors. so far, efforts have been made to improve other sectors. These actions are not limited to the maintenance and preservation of culture as an element of tourism. One of the historical tourism goals. However, they have also moved in search of different tourist places that could be developed in the future. The main tourist attraction in Pekalongan City is Pasir Kencana Beach, which is owned by the government. Government of Pekalongan City. It is located on the northern coast of Java, near the Fish Auction or Fishing Port and only 4.5 km from the city and railway station. This beach occupies 1.5 hectares.

The Tourism, Culture, Youth and Sports Office of Pekalongan City manages this tourist attraction. is open to people from 06:00 to 21:00 WIB. Currently, Pasir Kencana has many interesting facilities that should be an attraction for visitors. These include:

1. Swimming Pool
2. Snail Stage
3. Batik Tower
4. Sky Walk
5. Duck Boat
6. Scooter
7. Water Fountain



Figure 1. Swimming pool



Figure 2. Snail stage

Source : <https://pasirkencana.pekalongankota.go.id/>

The existence of these facilities makes visitors not only enjoy the beauty of the beach, but can enjoy the various facilities available more without feeling bored. Pasir Kencana tourist attraction has a significant role in the acquisition of Regional Original Revenue (PAD) for Pekalongan City. PAD revenue from Pasir Kencana tourist attraction is the largest compared to other tourist attractions, but in the last three years, from 2021 to 2023, there has been a constant increase in visitors, which has caused an erosion of PAD revenue for the city of Pekalongan. The following data illustrates the amount of PAD derived from Pasir Kencana tourist attraction:

Tabel 1. Regional Original Revenue (PAD) for Pekalongan City

Bulan dan Total	2021	2022	2023
Januari	23.975.500,00	-	162.337.250,00
Februari	7.814.250,00	-	87.300.500,00
Maret	3.785.000,00	1.091.751.250,00	103.784.000,00
April	0,00	924.348.750,00	443.479.500,00
Mei	0,00	1.367.014.500,00	187.856.500,00
Juni	0,00	220.402.500,00	110.381.000,00
Juli	0,00	218.401.750,00	133.912.750,00
Agustus	0,00	164.575.250,00	70.020.500,00
September	0,00	138.373.000,00	109.880.500,00
Oktober	0,00	125.094.250,00	94.783.250,00
November	0,00	98.705.000,00	63.713.500,00
Desember	0,00	171.260.250,00	237.873.250,00
Tahunan	35.574.750,00	4.529.926.500,00	1.805.250.500,00

Source: Website BPS Pekalongan

Based on the above data, it is evident that the levy revenue from tourist attractions will grow the most in 2023 with a change of 0.39% and a smaller decline in 2021 of 0.12%. Revenue is derived from entrance fees to tourist attractions. The number of tourists causes revenue to rise and fall. Revenue tends to increase as the number of tourists increases.

In general, Pekalongan Regency offers a wide range of tourism opportunities, including historical, cultural, religious, and artificial tourism. Tourism Designated Areas are governed under the Pekalongan Regency No. 2 of 2011 Regional Regulation on the Regional Spatial Plan. Although there are currently no regulations in Pekalongan Regency that govern tourism

destination areas, the region does have a Regional Spatial Planning Regulation No. 2 of 2011 that designates six tourism designation areas: shopping, natural, artificial/recreational, eco, cultural, and religious tourism. These six sectors are then further classified based on the tourism items covered in the preceding chapter.

Tourism in the region is regulated by the local government, in this case the Pekalongan Regency. Referring to Law No. 10 of 2009 on Tourism, Article 30 states:

- a. Create and establish a master plan for tourism development of the regency or city
- b. Establish tourist destinations
- c. Identify the tourist attractions of the regency or city
- d. Carry out registration, registration and data collection related to the registration of tourism enterprises
- e. Control and manage tourism in the region.
- f. Facilitate and promote local tourism destinations.
- g. Help create new tourist attractions
- h. Organize tourism training and research in the district or city
- i. Preserve and preserve local tourist attractions.
- j. Organize a community tourism awareness campaign
- k. Establish a budget for tourism

Community participation in tourism development in Pekalongan district is crucial. The implementation of development activities by the local government will be more advanced and better with the support of the local community, because with the support of the community actively participating in tourism promotion activities in their homes, it will definitely have an impact on tourism development in Pekalongan Constituency. Tourism development will definitely be influenced by the promotion of tourist objects around their place of residence. For example, the community conducts community services around Pasir Kencana Beach tourist attractions to preserve the environment. In the regency of Pekalongan, the community manages tourism that has the potential to grow. the surrounding community's attempt to transform a tourist destination using the surrounding environment. The community, particularly through the Tourism Awareness Group (Pokdarwis), which currently has 10 registered Pokdarwis in Dinporapar, has begun to lead the way in developing new tourism destinations, building supporting infrastructure and seeking the help of local government and the private sector for tourism development. From the beginning of the initiative, Pokdarwi's role has been instrumental in using nature tourism to the point where it has become one of the current tourist attractions. The government and community work with the Pokdarwi to manage tourism facilities and supporting infrastructure, such as lodging and hawkers near the attractions. community participation in the Pekalongan tourism area, particularly in Pasir Kencana.

The main strength for tourism sustainability is the direct participation of the community in the process of community-based tourism growth. The expected result is sustainable tourism that provides many benefits to the government, the community, and private businesses. In this case, the local government must be responsible for creating a more involved community by socializing tourism awareness so that the local community can directly feel the benefits of tourism.

The principle of balance among the various parties involved in tourism development, including government, private and community, is the basis of community-based tourism, also known as community-based tourism. In conclusion, the concept of community-based tourism development places special emphasis on developing tourism from the community, for the community and by the community. Because the ultimate goal is to improve the well-being and quality of life of the community, the community must be actively involved in every stage of development, from planning, management and development activities to monitoring and evaluation.

The involvement of local communities as the main component of the CBT development principle in Pasir Kencana Tourism Object can be carried out in three stages, namely the planning stage, the implementation stage, and in terms of sharing benefits both economically and socio-culturally (Drake, 1991).

1. The community is a subject of development and actively participates in the planning stage. By placing the community at the center of the planning stage, it includes identifying problems or issues, identifying opportunities for growth, and creating alternative plans and structures.
2. The form of community participation in the implementation phase mainly concerns community participation in the implementation phase of the development or construction program and in the management of assets or enterprises directly related to the activities.
3. Regarding the impact of benefits, forms of community involvement can be realized through the role and position of the community gaining important socio-cultural and economic benefits, which will have an impact on improving the economic well-being of the local community.

In view of the above facts, success in the tourism sector depends on the role of government. The government must help motivate the sector, facilitate tourism, and implement these functions through a variety of programs to create community-based tourism.

Sapta Pesona describes the concept of tourism awareness, particularly the support and participation of the community as hosts in an effort to create a favorable environment and atmosphere that can encourage the growth and development of the tourism industry through the embodiment of safe, orderly, clean, fresh, beautiful, friendly and memorable elements. The goal of the Sapta Pesona program is to raise the awareness and sense of responsibility of all levels of society-private, public and governmental-so that they can act and implement these ideas in their daily lives. The implementation of Sapta Pesona is necessary to attract tourists to a particular region of our nation. Sapta Pesona has seven characteristics: safe, well-organized, spotless, refreshing, beautiful, lovable and unforgettable. We need to create a beautiful and charming environment everywhere. Especially when it comes to serving a visitor and in crowded places. When a place has a welcoming and comfortable environment, guests will stay longer, be satisfied with their experience and leave wonderful memories.

Certainly, these tourism initiatives must be supported by the local community. This can be done through understanding, assistance and more management staff, which are critical components to the success of the planned tourism program. The project will benefit the community in many ways, including increasing income and supporting village development. Community capacity and readiness is critical in the management of CBT. Community members should at least have passive command of a foreign language, in addition to having the necessary skills, so language training is essential. In order to continue managing tourism effectively, management skills also need to be improved.

Tabel 2. FGD Outcomes

Variable	Conclusion	Recommendation
Potential	Marketable	Utilize market potential with: promotion, and increase local culture-based events
Infrastructure	The existence of Sarpras is inadequate and has not been able to attract visitors	• Improve and re-function sarpras (children's games) • Involve SMEs in inventory • Making signs and special parking lots
Tourism Object Environment	Does not yet reflect SAPTAPESONA	• Implement strict rules in order to create Sapta Pesona conditions

		• Installing the SAPTA PESONA logo • Development and arrangement of tourist sites.
Tourism Management Human Resources	The managerial quality of object management and understanding of SAPTAPESONA is still low.	• Increased BINTEK for human resources • Establishment and strengthening of Tourism Care Community Institutions • Completeness of officers • Provide beach rescue and medical personnel
Cooperation	Cooperation is still limited to physical results	• Increased cooperation with PPNP, PIM, TECHNOPARK, Education Office, and SWASTA • Package Program Cooperation

Source: Primary Data Processed

A community tourism development model was developed based on the Focus Group Discussions conducted. The attempt of this development model is to empower local communities for tourism development so that communities can directly feel the benefits of the tourism sector. Community-based tourism can also empower local communities and increase private sector participation in the tourism sector, such as hotels, restaurants and travel agencies. Tourism development can then have a snowball effect (multiplier effect) on other sectors, such as the economy, society, environment, education and culture.

The involvement of local communities as the main component of the CBT development principle in Pasir Kencana Tourism Object, according to Drake (1991) can be realized in three stages: the design stage, the implementation stage, and the social and financial benefit sharing stage. Training local people to be employed as guides, signalers, tourist lodge managers and service providers for tourists, as well as training residents in the production of handicrafts are ways to improve human resources. Tourists can take home the handicraft products of the local community.

While Pokdarwis are involved in training or improving tourism services, the community is always also involved in increasing the knowledge of tourists for those who are not familiar with tourism services through an understanding of Sapta Pesona. and involvement in the development of tourist village accessibility services, the community plays an active role in the development of tourist attractions by working together in the construction and improvement of facilities and infrastructure at Pasir Kencana tourist attraction, such as parking lots which will later be placed specifically along with safety helmets for visitors.

At this stage, community participation and involvement is manifested in the role and position of the community in obtaining the value of benefits both from an economic perspective, which has an impact on improving the economic well-being of the local community around the Sand Kencana tourist attraction. The economic benefits are felt by the community because they can improve the economy of the community and its surroundings indirectly. The amount of tourists visiting the Sand Kencana beach tourist attraction increases income.

Conclusion

In the planning stage, community involvement consists of submitting proposals or ideas for the development of cultural tourism villages in the Kencana sand tourism object. In the community implementation phase, community involvement is directly involved in the development of cultural tourism villages in a variety of activities, such as creating tourist attractions, training or improving tourism services, and developing accessibility services.

Socio-cultural and financial benefits to the community are achieved in two stages. These benefits have an impact on improving the financial well-being of the community around the Pasir Kencana Beach Wista Object. Although planning has been supported by sufficient evidence, more thorough and comprehensive planning is needed to guide tourism development more effectively and efficiently. The implementation of the tourism program in Pekalongan constituency focuses on expanding both government- and community-run tourism destinations by providing facilities and infrastructure, accessibility, and services for tourists. Suggestions

The results of the study provide a number of suggestions:

1. Currently, public services in tourist attractions in Pekalongan City are insufficient. To attract more tourists, the government should continue to improve these services, such as cleanliness, comfort, and facilities. If the number of visitors continues to grow every year, tourism revenue should also increase. However, the government must also be able to optimize so that expenses do not exceed revenues.
2. Increase professional human resources based on their field of training, tourism, for tourism management in Pekalongan City.
3. Tourism potential should be presented more broadly by using information systems to raise awareness and promote the community at large and attract investors to help improve tourism objects.
4. Create tourism destinations by optimizing the use of space and using local culture and potential to increase tourism revenue.

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