

Efforts to Realize Sustainable Coastal Development Through Integrated Coastal Tourism Management

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Abstract

One of the causes of the threat to the sustainability of coastal ecosystems is environmental pressure resulting from tourism industry activities. The purpose of this study is to analyze how to realize sustainable coastal areas through integrated tourism management with the consideration that tourism is not only a business activity that generates income for business units but also as a tool to balance the benefits of development and conservation of natural and cultural resources. The Integrated Coastal Tourism Management approach is used as the basis for this study, by analyzing 4 integrations, namely regional integration, sector integration, integration of scientific disciplines and stakeholder integration. This study uses qualitative research methods, with data collection techniques through in-depth interviews, FGDs, observations and document studies. The results of the study indicate that tourism management has attempted to manage coastal tourism in an integrated manner through: 1) Regional integration is realized in cooperation between regions; 2) Sector integration is realized in cooperation between agencies; 3) Integration of scientific disciplines is realized in the form of regulations and the formation of special bodies; 4) Stakeholder integration is realized in the form of routine meetings that are accommodated in special bodies. Although integrated coastal management has been developed, the achievement for sustainable coastal development is not yet optimal, there is still some damage to coastal ecosystems. Therefore, it is necessary to improve coordination between sectors to realize a sustainable coast.

Keywords:

integrated coastal tourism management; sustainable coastal development; regional integration; sectoral integration; disciplinary integration; stakeholders integration

Introduction

Coastal areas are important for economic development in Indonesia, considering that Indonesia is an archipelagic country with a coastline of 99,093 km and a water area of 6,315,222 km² (Geospatial Information Agency, 2024). However, the threat to the sustainability of coastal areas in Indonesia is very large due to various environmental damage that occurs, such as pollution, damage to coral reefs, coastal abrasion, loss of mangrove forests, etc., where the cause of coastal environmental damage is various human activities both from land and activities from the sea.

The coastal tourism industry as one of the leading economic activities today, provides new economic opportunities for local communities, such as increasing employment opportunities, increasing income and investment in the tourism sector (Kismartini et al, 2020; Adibrata et al 2023). Unfortunately, this tourism activity also threatens the sustainability of the

coastal environment, such as littering, damage to coral reefs, etc. Environmental pressures caused by tourism activities are increasing along with the number of visitors and the development of infrastructure to meet the needs of tourists. This causes an increase in the amount of solid and liquid waste, pollution, sanitation and aesthetic problems.

Integrated coastal management as an approach in Coastal Management by integrating and harmonizing laws, policies and cooperation of all stakeholders in coastal resource management (Suttipisan, 2013; Sunyowati, D., 2020). Meanwhile, Integrated Coastal Tourism Management is the management of coastal tourism by integrating regional policies & planning, sectors, disciplines and stakeholders involved in the activity. The implementation of Integrated Coastal Management (ICM) in Indonesia has its own challenges considering the vastness of the coastal area and the diversity of ecosystems in it. However, several cases of ICM practice have the opportunity for success in managing coastal areas. Some examples of cases, for example, first: Coral reef conservation in Bali, to protect coral reefs from tourism activities there is a coral reef conservation program that involves training for tour operators and also carries out environmental awareness campaigns for tourists. Second: Mangrove Management in East Java, mangrove rehabilitation efforts through the ICM program have been able to increase biodiversity and provide economic benefits to local communities through ecotourism and mangrove derivative products. Third: The Gili Islands in Lombok have implemented an integrated coastal management plan that balances tourism development with environmental protection. This plan has resulted in improved water quality, reduced pollution, and increased biodiversity. The success of this program emphasizes the need for collaboration between government, communities, and businesses in coastal management. (Pratama, R.A., 2024)

ICZM is a holistic and participatory approach to coastal management, which aims to achieve a balance between environmental conservation and development needs. This approach includes several basic principles, including: Stakeholder Participation: ICZM involves various stakeholders, including government, local communities, the private sector, and non-governmental organizations in the decision-making process. Ecosystem Approach: Considering the relationship between terrestrial and marine ecosystems and how human activities affect both. Data-Based Management: Using the latest scientific and technological data to monitor environmental conditions and the impacts of human activities. Flexibility and Adaptation: Adjusting management strategies based on changes in environmental and socio-economic conditions.

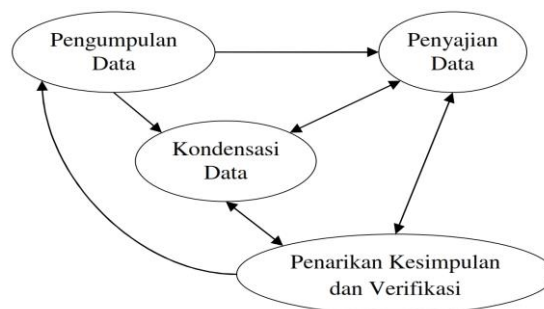
The purpose of this study is to analyze how to realize a sustainable coastline through integrated tourism management with the consideration that tourism is not only a business

activity that generates income for business units but also as a tool to balance the benefits of development and conservation of natural and cultural resources.

Methods

The Integrated Coastal Tourism Management approach is used as the basis for this research, by analyzing 4 integrations, namely regional integration, sector integration, integration of scientific disciplines and stakeholder integration. This study uses a qualitative research method, with data collection techniques carried out through Focus Group Discussions (FGD) involving stakeholders, consisting of the Head of the Rembang Regency Bappeda, Head of the Tourism Office, Head of the Environmental Office, Punjulrejo village tourism drivers, Community leaders in Lasem District. In addition to FGD, data collection was carried out using in-depth interview techniques with informants, namely tourism actors in Rembang Regency, both coastal tourism drivers and tourists. Determination of informants using purposive sampling techniques, namely determining informants by considering a person's understanding / knowledge of the substance being studied (Kismartini & Murtadho, 2023). Data analysis techniques through the process of "data collection, data condensation, data display, and conclusion drawing / verifying (Huberman & Saldana, 2014).

Figure 1.
Qualitative Data Analysis



Source: Huberman & Saldana, 2014

Results and Discussion

1) Regional/ecological integration

Ecological integration, namely in tourism planning in coastal areas, pays attention to and coordinates with development activities in the surrounding area.

2) Sector integration

Sector integration includes horizontal integration (between sectors) and vertical integration (in one sector). Therefore, the preparation of spatial planning and development guidelines in coastal

areas is very necessary to avoid conflicts between one activity and other development activities. In managing coastal tourism, coordination between related sectors is needed in order to obtain results in the form of tourism development supported by various related sectors.

3) Integration of scientific disciplines

Coastal and marine areas do not only require one scientific discipline but also various supporting scientific disciplines according to the characteristics of the coast and ocean. In developing coastal tourism, a comprehensive study is needed from various fields of science.

4) Stakeholder Integration

The preparation of integrated management planning must be able to accommodate all the interests of coastal and marine resource development actors. Therefore, coastal tourism development management planning requires cooperation with various related stakeholders

Conclusion

The results of the study show that tourism management has attempted to manage coastal tourism in an integrated manner through: 1) Regional integration is realized in cooperation between regions; 2) Sector integration is realized in cooperation between agencies; 3) Integration of scientific disciplines is realized in the form of regulations and the establishment of special bodies; 4) Stakeholder integration is realized in the form of routine meetings that are accommodated in special bodies.

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