

# Sustainable Development Strategy of Tourism Destination In Widuri Beach, Pemalang, Indonesia

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## Abstract

Widuri Beach is one of the beaches on the northern coast of Java Island, Indonesia, which is presently, quite crowded with domestic tourists. This beach is one of the main attractions in Pemalang Regency as it starts from natural scenery and facilities that support the tourism offered. However, there is a problem that occurs on the beach, that is the level of visitors which has been decreasing year by year. Some of the reasons are that Widuri beach is generally less attractive, tends to be monotonous because there are no variations in attractions created. The beach itself tends to be dirty and some of the supporting facilities available are damaged. Such condition will further influence tourists to be reluctant to move to the other attractions. Therefore, there is a need for research on the development of sustainable tourism aimed at improving the quality of Widuri Beach so that the level of tourist visits can increase again. A qualitative research approach will be used as a method in this research. By using Green Tourism Concept, the output of the research can be used as a recommendation as well as evaluation for the local government in order to continue optimizing the assets of the region to be more maintained and sustainable.

**Keywords:** Tourism Development, Sustainable Development, Tourism Attraction, Strategy of Sustainable Tourism Development, Widuri Beach Pemalang .

## Introduction

Contextually, sustainable development is intended to discover equitable development between generations in the present and in the future. Sustainable development aims to improve people's welfare, meet human needs and aspirations (Salim, 2010). As a human effort to improve the quality

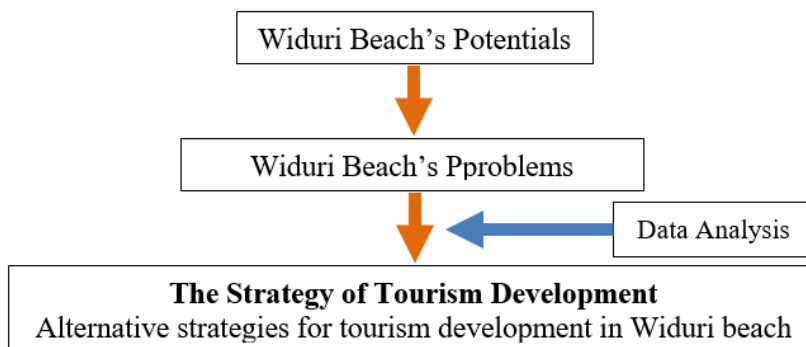
of life while still trying not to go beyond the ecosystem that supports its life, sustainable development has become an important issue that needs to be continuously socialized in the community. Sustainable Tourism is a very fast-growing tourism company, including increased accommodation capacity, local population, and environment, where the development of tourism and new investments in the tourism sector should not have a negative impact and can be integrated with the environment if the positive impact of tourism is maximized. Therefore, a number of initiatives have been taken by the government to regulate tourism growth to be better and put the problem of sustainable tourism as a priority because good tourism or business can protect important resources or assets of tourism not only now but also in the future.

Pemalang Regency has interesting potential, both natural and artificial. However, the problem that often arises is that both the development and improvement of tourist destinations that do not pay any attention to sustainability aspects, so that many things happened, among others, are some of the damaged and abandoned tourist destinations. Such conditions will result in a reduced number of tourist visits to these tourist destinations. One of them is Widuri Beach in Pemalang District. The beautiful potential of the coast extends with a row of large trees along the coast embedded to reduce the sea abrasion that occurs. In addition, there are seating areas to enjoy the beauty of the beach and the sunset, a variety of culinary attractions like seafood, water attractions, children's playgrounds, stage for music performances, tennis courts and motorbike racing circuits. The tourism object itself is about 10 hectares surrounded by a barrier wall. This beach is crowded with tourists, especially every holiday and Eid al-Fitr.

Ironically, the arrangement of the Widuri Beach area, especially around the road race circuit is increasingly unclear. Merchants, that closer to the shoreline with chairs, are not neatly arranged and look dirty. The merchants were also reluctant to occupy the stalls that Pemalang Regency had provided, on the grounds that visitors did not want to stop by the stall. This is what makes the scenery on Widuri Beach even more apprehensive. A lot of garbage is scattered on the edge of the Widuri beach which makes visitors feel unattractive and uncomfortable. Therefore, in this study, the researchers were eager to review everything related to the problems that occurred at Widuri Beach and provide alternative strategies to improve them. By using qualitative research methods, researchers will deeply explore the phenomena that arise and put them into this research. The research instrument is interviewing several related stakeholders. The primary data generated is obtained by conducting in-depth interviews with stakeholders who are considered to have a lot of experience and knowledge regarding Widuri Beach tourist destinations. Methods of data collection, researchers used the Forum Group Discussion method to gather information in the field needed. Figure 1 is illustrated the

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structure of the study to consider the important indicator of the research which has a deep effect on discussing the phenomena related to sustainable tourism in Widuri beach.

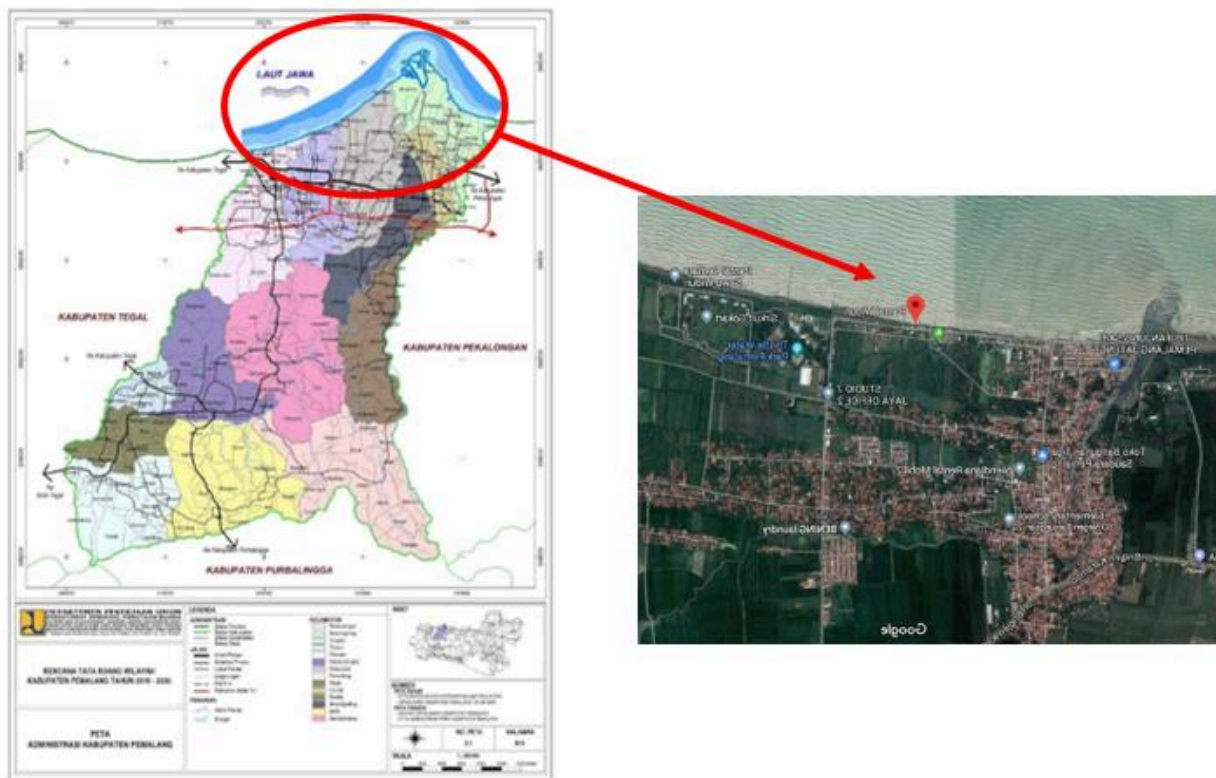


**Figure 1.** Structure of the Study

Source: developed by Author

### **The Potential and Problems of Widuri Beach, Pemalang Regency**

Widuri Beach is a famous tourist destination, visited by tourists and located in Pemalang District, Central Java. Pemalang Regency is located on the north coast of Central Java Province, with an area of 111,530 hectares. Geographically, this area is located at 109 ° 17'30 " - 109 ° 40'30" East Longitude and 8 ° 52'30 " - 7 ° 20'11 " South Latitude. The administrative boundaries of Pemalang Regency are: The North is bordered by the Java Sea, the East is bordered by Pekalongan Regency, the South is bordered by Purbalingga Regency, and the West is bordered by Tegal Regency. All regions in Pemalang Regency are divided into 14 sub-districts, which oversees 211 villages and 11 sub-districts. The location of Widuri beach is very strategic because it is close to the city center or around five to seven minutes to reach this attraction from the city center (see figure 2).



**Figure 2.** Map of Pemalang Regency and Widuri Beach

Source: Google maps

Widuri Beach offers the feel of a magnificent nature with beauty and coolness (see figure 3). This beautiful beach located in Pemalang, Central Java provides a variety of facilities for visitors to enjoy the natural beaches and spots that can be used to entertain tourists through hobby distribution. The panoramic views of Widuri beach are very impressive, along the coast lined with green trees that add to the coolness of the beach. Tourists can enjoy the beauty of the coast with the thunderous waves pounding while sitting in the space provided. The nuances of the morning and evening watching the sunrise and sunset are special moments you can not miss. Soft beach sand can be used to make sand castles, houses, and other creations. On the coastline, there are many large trees that are decades old. There are also entertainment stage facilities that offer several attractions from the community, children's play facilities such as windmills, carousels, gazebos, motorbike racing circuits, and tennis courts. In addition, there are several types of water playgrounds in the Widuri Water Park (WWP) area, in the tourist area of Widuri Beach, there are also several other supporting tourism objects like; Ventura River, food court, Pier, thistle circuit, and Tree House.



**Figure 3.** Widuri Beach Pemalang

Source: author's documentation

However, as the most favored tourist attraction in Pemalang Regency, the condition of the Widuri Beach area, presently, does not look well organized (see figure 4). The stall that sells a wide variety of food and drink, are lined up along the coastline and the conditions looked dirty. This condition is aggravated by the act of littering that pollutes the coastal area. The sand of the beach has been mixed with garbage, reducing the beauty of the area. The tourist arena seemed not to be taken care of because along the coastline the garbage was scattered. The color of the sea water was not as clear as a few years ago. Some locations are very dirty. This beach has a cliché problem that is usually faced by other beaches in Indonesia. Trash becomes a destroyer of scenery. Especially in peak time such as holiday which the most crowded visitors.



**Figure 4.** Piles of Trash on the Edge of the Thistle Beach

Source: author's documentation

Furthermore, there is a lot of polluted plastic waste along Widuri Beach which often pollutes natural tourism. The source of rubbish on this beach is from traders who sell various food on the beach and beach visitors who come to enjoy the holiday atmosphere. While the number of bins

available is very limited. Other factors that should also be considered is the limitations of cleaning personnel who responsible for the maintenance of the environment surrounding the beach area. Such things seem trivial, but it is very important considering the cleanliness and beauty of the attractions of Widuri Beach will have an impact on tourist visits.

Besides to the garbage problem, there are many of the buildings and tourism facilities that are in poor condition, even some of them, the paint color of them have already faded and the quality of the walls are also not good, therefore repainting and repairing the wall and supporting facilities needs to be undergone. Many toilets are not feasible and in a damaged condition, so they need repairs. Likewise, the condition of the dressing room in the area of the swimming pool is damaged and needs to be repaired so that its use can be optimized. Related to the existing tourism attraction, the limited tourist attractions variety offered at the Widuri beach, so it is necessary to add a tourism facility for adult games, namely Gokart accompanied by the expansion of land with the support of better road infrastructure and accessible parking area that can also be accommodating all types of vehicles including motorcycle, car and large public buses. If such conditions do not fulfill by the management, it will cause the absence of sustainable tourism which has an impact on the decreasing the number of tourist's visit to the coast of Widuri.

### **Sustainable Tourism Development**

Sustainable development is defined as development which meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland, 1987). Sustainable development is an effort to develop city which includes aspects of the economic, social, cultural environment. Sustainable development can be applied in several fields, including tourism. As mentioned in the Charter for Sustainable Tourism (1995), tourism development should have sustainable criteria, which means it can be supported ecologically as well as economically feasible, also ethically and socially fair to the community. Not only the Charter which explains about sustainable tourism mandated but the level of organizations such as the WTO (World Tourism Organization) and Agenda 21 also discussed the topic. Based on these mandates, the following terms and criteria for sustainable tourism development are determined (Sunarta & Arida, 2017).

- 1) Sustainable ecology, tourism development does not have a negative effect on the local ecosystem.
- 2) Socially acceptable, refers to the ability of local communities to absorb tourism activities without causing social conflict
- 3) Culturally adaptive, local people are able to adapt to a quite different tourist culture

- 4) Economically profitable, the benefits obtained from tourism activities can improve people's welfare

Sustainable tourism development is achieved by balancing the three main elements in sustainable tourism development, namely environmental, economic and social. This balance is achieved by the following things (Dewi, 2011).

- 1) Balancing environmental use with the economic benefits of tourism
- 2) Balancing the use of environmental resources with changes in social and community values caused by the collection of environmental resources
- 3) Balancing economic growth and the impact of economic growth on social and community values

A sustainable tourism destination (Chengcai, et al., 2017) is reached when environmental, community and economic values are balanced and resolved through collaboration and compromise to achieve a level and style of tourism that.

- 1) protects and enhances the natural and built features upon which the tourism industry is based;
- 2) is consistent with community values and aspirations both now and over the long term, and contributes to community development and well-being;
- 3) is appropriately developed and marketed so that it is distinctive, competitive and synergetic, and with the flexibility to respond to market changes now and in the future;
- 4) increases the contribution of tourism to the economy of regional destinations and promotes long-term industry viability; and
- 5) increases destination appeal delivers on the brand promise, increases repeat visitation and enhances the reputation of the destination resulting in increased yield from tourism

### **The Implementation of Green Tourism Concept for Sustaining Widuri Beach**

Until now, tourism development began to emerge concepts that can provide optimal and effective strategies for tourism that want to be developed. One concept that concern toward the world today is green tourism. Green Tourism is a form of providing natural and cultural resources, traditions, products all in line with the local identity, with a sounder aim to respect and preserve the natural resources and adapted to fit the context of northern, fragile landscapes. The main aim is to find a way of using and appreciating these areas of natural beauty without damaging them (Mariot & Au-Duong, 2001). Green tourism has both broad concepts and narrow concepts. Green tourism in narrow concepts is a kind of tourist activity that pays attention to resources and protects ecology; while green tourism in broad concepts is a mode of tourism economic development that advocates recycling. It



means that Green tourism is an advanced form of Eco-tourism. Green tourism in narrow concepts is a sustainable tourism product, while green tourism in broad concepts shows the far-reaching thought of green development in the tourism industry (Chengcai, et al., 2017).

This concept includes tourism programs that minimize negative aspects of conventional tourism to the environment and enhance the cultural integrity of the local community. Therefore, in addition to evaluating cultural and environmental factors, green tourism is also an integral part of the promotion, recycling, energy efficiency, recycling and the creation of economic opportunities for local communities. Green tourism can be more meaningful than taking pictures and leaving only footprints. As this tourism model can make a difference that is more meaningful to the community and a sustainable impact on local communities that are directly involved in it. In other words, the practice of green tourism means the sustainability of the environment, culture, and community in tourist sites visited. Green tourism encourages sustainability through a selective process in the development of marketing programs to attract environmentally conscious tourists, show respect for the natural component, have a concern for environmental sustainability and sensitivity of local culture which is considered the best tourism model in saving limited resources to meet variations in needs both now and for future generations (Wardhani & Valeriani, 2016).

### **Implementation Strategy of Sustainable Tourism Development Concept**

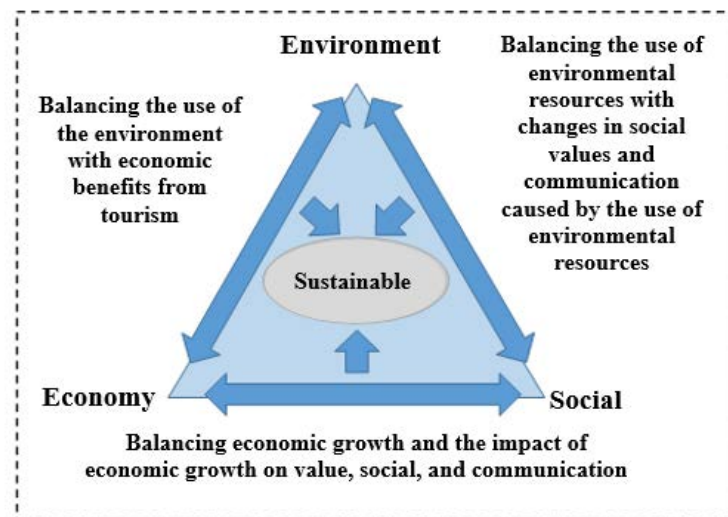
The strategy for developing the Widuri Beach tourist area associated with the concepts above should be carried out in stages according to the needs of the development of tourist areas. Until now, many concepts have been planned but have not run optimally. Too much planning sometimes stops action, but when investments and networks are planned, it is important to arrange a good plan (Bakken, 2001). By referring to the terms and criteria of tourism development, the strategies that can be implemented in the Widuri Beach area are as follows:

- 1) The utilization of local ecosystems as green open spaces. Besides its function as aesthetic and beneficial to humans, green open space can also be used to reduce abrasion and buffer zones of this beach due to the condition of the beach that lack of greenery and open space. With the utilization of this green open space, it can make the beach look more beautiful and well maintained.
- 2) Creating comfortable space for local communities as tourism vendors and tourists especially, to reduce social conflict. While, the existing space used for local communities to sell their tourism product, had made visitors uncomfortable because of the conditions of their stalls or shops are in poor condition.



- 3) Respect the cultural landscape of the coastal area. In planning tourist spaces in the coastal area sometimes architect neglect the preservation of the environment, and they do not care about any important role of the environment for the young generation.
- 4) Creating a healthy economy to improve welfare for the local community. The form of manifestation of tourism business can be varied, one of which is selling unique food and craft products from local residents that are only owned by the Widuri Beach area. This, of course, will attract tourists to buy local products.

Some of the above strategies, include efforts to provide a balance between economic, social, and also the environment (see figure 5).



**Figure 5.** Sustainable Tourism achieved by balancing the environmental, economic and social aspects

Source: Adapted from (Dredge, 2008)

Yet, after the alignment between the three aspects has been achieved, the further effort that can preserve these three aspects for sustaining Widuri Beach namely increasing the participation and awareness of the community in protecting the environment of the coastal tourism area itself. During this time, the activities related to the socialization of the quality of tourism environment were not carried out by the local government or the Pematang District Tourism Office, so that there was a lot of damage occurred not only in the area of Widuri beach but also in its surrounding area. This can only be done with a system of good governance that involves active and balanced participation between the government, the private sector, and the community. In addition, the plan must be able to provide a framework related to government policies to encourage and control tourism development. Development of tourism that is directed to bring economic prosperity that is widespread in the

community. Development of environmentally conscious tourism, so that its development reflects the characteristics of the culture and natural environment of a region, rather than destroying a distinctive natural and cultural environment. The role of government is also important in developing tourism in the region concerned. Thus, sustainable development is not only related to environmental issues but also issues of democracy, human rights, and other broader issues. This is a form of strategy issued by the government and at least has been used as a guide in preserving a less green area such as the Widuri Beach Area. The following is the form of the attributes and implementation of the green concept (Ciptakarya, 2016) in the Widuri Beach area.

- 1) Green Planning dan Green Design, are the efforts to improve the quality of the area by planning the provision and design of more green open spaces, currently, the green open space in Widuri Beach area is considered still lacking in terms of quality and quantity.
- 2) Green Community, is the active role of the society or community and private institutions in developing green cities. With the involvement of the community and tourism conscious groups as groups that play a role in the development of the region, the Widuri Coast area is expected to be more developed, especially reforestation in the Widuri Beach tourist area. In addition to making the area cooler, more beautiful, reforestation in this area can be used to reduce sea abrasion that often occurs in the Widuri coastal area.
- 3) Green Open Space, is improving the quality and quantity of green open space in accordance with the character of the city or the region concerned with the minimum proportion of city green space being 30% of the total area. With this provision, the green open space in the Widuri Beach area becomes more maximal in terms of quality and quantity, because with so much green open space it will be beneficial for users and visitors in the coastal area itself.
- 4) Green Building, is the efforts to develop energy-efficient buildings and environmentally friendly through the application of the principles of green building. Buildings with this concept also need to be applied to the Widuri Beach area because to reduce pavement in the coastal area and prioritize natural elements to be implemented in buildings.
- 5) Green Energy, is the utilization of non-renewable energy sources efficiently and environmentally friendly by utilizing renewable energy sources. The use of this energy source becomes more efficient in Widuri Beach area because thermal and air in the area can later be used to make new energy and can be enjoyed by visitors later.
- 6) Green Transportation, is the efforts to overcome the problems of the transportation system, especially congestion and pollution of motor vehicles by developing sustainable transportation that is the principle of reducing negative impacts on the environment. Pollution

of vehicles becomes high when the beach is crowded with visitors, this makes the condition of the beach increasingly hot. With the addition of green open space, the area becomes shady due to the addition of high and low plants to overcome pollution and thermal arising from the motor vehicles.

- 7) Green Water, is the efficient use of water resources for survival by maximizing water absorption, reducing water runoff, and streamlining water use. Even though it is a beach, the water element is also needed to keep the green area. This element can be applied to any shop located along the coast or in any green open space, or in the construction of other tourist attractions later.
- 8) Green Waste, is the efforts to manage waste to create zero waste by understanding the 3R concept (reduce, reuse, recycle). With this concept, the Widuri Coast area will have no problems regarding waste or waste generated in the activities carried out in the area, because the waste will be recycled for reuse and will create a more optimal green area.

One of the strategies included in this paper is the conservation strategy with an emphasis on ecodevelopment is a concept that recognizes environmental, economic and social interdependence. This strategy recommends taking actions that ensure the maintenance of long-term (natural or man-made) tourism resources. Tourism has a strong dependence on quality natural resources, therefore green tourism is actually not only ideals but economic necessities - this makes sense because a good economy will grow from the ability to maintain the environment, the environment as a resource that provides opportunities for compatible use of business people. Therefore, the most ideal is that tourism development planning must be a process that integrates the consideration of various economic, environmental, social and cultural structures in a controlled manner.

## **Conclusion**

Pemalang Widuri Beach area has any potential tourism attraction that can be visited by tourists. This tourism potential must be managed properly by the local government so that it could be sustained for the young generation. Various efforts have been planned to be able to develop a beautiful coastal area. But, most of the planning does not really concern toward conservation of the beach. One of the best strategies that could be implemented to sustain the Widuri beach is Green tourism which is widely applied in several tourist areas in the world. The implementation of the concept can be done in addition to maintaining the balance of economic, social and environmental aspects is to maintain harmony between the local government and the local community. With the balance of a number of

these things, the efforts to develop the tourism area will be optimal and can improve the quality of the tourism destination.

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