

Community Based Tourism (CBT) as a Model of Tourism and Self-Reliance Development of Coastal Villages in Banyuwangi

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Abstract. Banyuwangi is one of the regencies in East Java that has potential of coastal resources to develop. Community involvement in the community-based tourism process is marked by the presence of several community organizations dealing with tourism issues, such as Pokdarwis, Pokmas, and Pokmaswas, which are almost found throughout the coastal areas of Banyuwangi, which shows that the enthusiasm and involvement of the community in managing tourist destinations in the coastal areas of Banyuwangi. It is influenced by the unique characteristics of the coastal village community that makes the variants of objectives. It also influences the understanding of the efforts undertaken, including its involvement in engagement, as well as in other processes, as a description of the conditions that occur in coordination patterns, governance systems, participation patterns and forms of independence. CBT has been carried out showing that efforts to develop a community-based tourism sector and the development of the independence.

Keywords: Coastal Tourism, Community Based Tourism (CBT), the independence of coastal villages.

Introduction

The BPS, Bappenas, and UNDP (2012) report and the absolute poverty development reported by BPS from 1990 to 2002 show that the proportion of the population living below the poverty line or not meeting basic needs in the coastal areas is far greater than non-coastal areas (Tukiran, 2015). Furthermore, the Central Statistics Agency released the Indonesian poverty profile (2017) by emphasizing that the poverty rate in rural and coastal areas reached 13.96%, higher than urban areas which only reached 7.73%. In short, political decentralization has not been able to present political will at the local level for the progress of each strategic area (Hidayat, 2017), especially in the areas of tourism and the development of the independence of rural communities.

The importance of a framework approach that seeks to integrate the tourism sector and increase the capacity of local communities and poverty alleviation is also receiving attention from the Nations World Tourism Organization (UNWTO). Responding to this, Zhao and Ritchie (2007) see a very strong urgency about the importance of a framework that integrates academic multidisciplines that can be used as a benchmark for combining community-based tourism in poverty alleviation efforts.

Based on preliminary observations, it appears that only a few regions that have a tourism sector are devoid of community participation in East Java. However, whether this can be a driving force for the development and independence of villages in coastal areas still needs to be further investigated. This research was conducted in Banyuwangi Regency with the consideration that Banyuwangi is one of the regencies in East Java that has potential coastal resources to be developed, besides that the Banyuwangi Regency local government also has a high commitment in the management of sharing the potential of the region including its coastal resources as a force that is expected to be able to become power bargaining that many have an impact on the development and welfare of the community. Based on the observations of the researchers, three coastal areas were chosen as locations in this study, three of them are coastal areas that are used as tourism, where the management involves many communities, while the area is the curved beach in Kutorejo Village, Pulau Merah which is available in Sumberagung Village, and Boom beach in Kampungmandar Village. This research is important to be carried out so that the management of coastal villages that have tourism potential can be developed with an approach that enables the growth and development of the independence and potential of the village economically, socio-culturally and environmentally sustainable conservation.

This research is important to do because village independence is a government program that is currently a priority, and accelerating village independence can be done by developing the village-based tourism sector. The community-based tourism model becomes important to be an alternative empowerment for coastal communities so that they not only focus on fish catches, but also can see from the potential of their area for maritime tourism. This research is expected to be an offer option to encourage new economic growth based on the tourism potential that will be developed by involving the role of village government along with the role of village communities which are expected to be able to work together in achieving the success of community-based tourism development.

2 Research Method

Based on the existing problems, this research will be conducted by Mix Method Research with a descriptive approach. The location in this study was chosen based on a regional cluster (Cluster Purposive Sampling) which represented the potential of the village as a priority area for CBT development in southern and northern Banyuwangi that was chosen intentionally by observing that the research location was a coastal area that was used as tourism, and in its management it involved a lot the community.

Boom Beach as a representation of the north coast of Banyuwangi is a coastal village located in an urban area, where access and resources in its management are far more dwelling than the southern coast, the south coast as well as the Red Island even though it is a well-known coastal tour and is one of the icons in Banyuwangi, the access is far from the main route of Banyuwangi district, where these conditions will certainly have an influence on the amount of visitors to travel when there is no effort to increase the bargaining value of more tourists in visiting, besides that during this coastal development is still too familiar with the northern region than the southern coastal region. Therefore in this study the determination of the location of the two southern and northern

coastal regions is a comparative study as an effort to find contextual policy formulations that are expected to be able to increase community empowerment by not dichotomizing the north and south, because in fact even though they have different characteristics, but the coastal potential in both regions between north and south are equally feasible to be developed as potential coastal natural resources in Banyuwangi Regency.

The instruments in this study include structured interview guides, filling out questionnaires, observation guidelines, setting targets, both objectives and informants. The method of determining informants based on observations made by researchers in the field, so that the determination of key informants are those who are directly involved in the object of research and are able to provide objective information about facts that actually occur. Key informants in this research are the tourism village stakeholders in the coastal area at the local level, specifically the community or beneficiaries of the coastal resources as a tourism that is collected as a tourism awareness group (POKDARWIS), the coastal tourism policy makers at the village level represented by the apparatus villages and regencies represented by the Department of Tourism.

3 Result

Existing Coastal Tourism Management Conditions in Banyuwangi

Coastal communities are basically groups of people whose lives are highly dependent on marine products. Therefore, it is a fortune if the coastal area also has mountains, hills or land where natural resources other than the sea can be an alternative livelihood when the sea famine arrives. But in general, coastal communities are synonymous with underdeveloped development due to location remoteness. This condition shows the gap in the level of welfare between the mainland and coastal communities. At present, the tourism industry is entering a more modern and competitive era with the development of information technology. For the tourism industry, information technology not only offers low cost to obtain information and reservations obtained online, but also provides a means to communicate between tourism suppliers, intermediaries, and end-consumers. Information technology plays a very important role as a new method for increasing demand in the tourism industry and giving very significant results. This is evidenced by the more tourists who come the more income earned.

Management of the tourism sector in the coastal region has so far included many private investors who have been proven to be able to advance development. Moreover, when the granting of management permits is exclusive in the sense that it is very far from the reach of tourists and local communities, but it provides a significant and promising contribution. Does not rule out the possibility of the Government feeling a dilemma, especially the Regional Government that is trying to increase its Regional Revenue. However, this kind of cooperation does not solve the poverty and backwardness problems felt by coastal communities.

Community involvement in the management of tourist destinations in the coastal areas of Banyuwangi is quite significant. The existence of several community organizations that deal with the problem of tourism makes it make coastal destinations grow rapidly. The two organizations are Pokdarwis (Tourism Awareness Group) formed by the Department of Tourism, Pokmas

(Community Groups) and Pokmaswas (Community Monitoring Groups) which focus more on nature conservation that is formed on the awareness of local people about natural management as a tourist attraction that can be enjoyed by tourist's wide community. The three community organizations are collaborating in managing coastal tourism destinations with support from the government. Support from the government in the form of financial assistance and training related to destination management, especially in coastal areas. The office involved in managing the coastal area is not only the Tourism Office but also Perhutani and the Fisheries Office which oversees several areas included as coastal tourism attractions.

One example of the Community Based Tourism concept that has been well implemented from several beaches including Red Island, and the Bangsring Underwater Banyuwangi tourist destination. Bangsring Underwater has employed local communities that were fishermen who damaged natural conditions such as spreading fish bombs, damaging coral reefs, but now they have realized that nature conservation is very important for the future. The fishing communities have received education about the benefits of nature conservation and the benefits of tourism for their economy and that has made them change. The community around Bangsring really preserves nature and also provides education to tourists who come to visit about the importance of coral reefs and marine ecosystems.

In addition to the two beaches, Cemara Beach in Rowo Hamlet, Desa Pakis, Banyuwangi District has recently begun to be talked about by many people, and the beach is able to display a stretch of beach which is planted with evergreen trees. the beach which is only a place to lean on boats and other fishing activities, this beach was formerly known as the Rejo beach, along with public awareness of the importance of greening needed to withstand the current of the coast and its natural conservation of the coast. In 2011, the fishermen of Pakis Rejo Beach began planting seeds 19 thousand evergreen shrimp plants along the coast which has an area of 10.2 hectares and a coastline of 2 kilometers.

In 2015, it was recognized by the community that there was a change in the flow of estuary water, which resulted in 1,700 cypress trees that were uprooted and damaged, leaving only 15 thousand trees. In 2017, the fishing communities took the initiative to carry out nurseries independently and re-planted around a thousand sea cypress seeds and they also agreed that the beach would later become a fir forest conservation area. For this reason, the Cemara beach, which was once arid, turned green and began to be known as one of the tourist destinations that tourists began to choose as an attractive new tourism offer, and according to current manager information, a minimum of 250 people come to visit per day. The number will increase on Sundays or holidays, reaching 2,500 people per day.

Like the Bangsring Underwater and the red island, the evergreen beach is an example of community-based tourism management that does not leave the beach environment sustainable and it actually becomes an economic bargaining value that makes the fishing community prosperous by utilizing a combed tourism management. As an impact on the implementation of sustainable tourism, it means that the development of sustainable tourism can minimize negative impacts on the local environment and culture, and can help increase income, employment and conservation of local ecosystems. In addition, the ongoing development of community-based tourism will also reduce community dependence on Government assistance, the majority of which are charitable and have an impact on dependency. And also individually sustainable tourism carried out by the community will foster independence in each individual, so that coastal human resources will

increase in quality will later have an impact on the quality of coastal tourism development that it manages.

Potential Supporting Capacity of Coastal Tourism Management in Banyuwangi Regency

Seasonal fluctuations, relatively large fishing costs, fishing season which cannot be carried out throughout the year and each time fishing does not ensure catch, is a condition that is still occurring in the majority of fishermen in Indonesia. In addition, the case of coral damage which is starting to feel a lot of impact by fishermen has made the condition worse, so that in the end it makes the fishing community moved to find new breakthroughs as an effort to respond to the conditions mentioned above. Banyuwangi Regency, known as The Sunrise of Java, has in recent years been able to clean up and be able to make its coastal and marine potential as tourism.

Referring to the news released by Merdeka.com on Wednesday, July 19, 2017, the Banyuwangi Regency Government through the Head of the Fisheries and Food Security Office of Banyuwangi seeks to encourage fishermen to optimize the natural potential on the coast, besides that it is expected that fishermen who have successfully developed ecotourism is also able to share knowledge, discuss or learn, as a commitment to this the government is ready to facilitate, given that there are already 38 Community Monitoring Groups (Pokmaswas) and tourism awareness in coastal areas, starting from the northern to southern Banyuwangi region. This means that the government also realizes that in order for some of the unrest experienced by fishing communities that greatly affect their income levels will continue if there is no breakthrough effort to change these conditions, the government therefore stresses that there needs to be a change between fishing behavior and culture. for example, the use of fishing gear that is not environmentally friendly such as dynamite and cyanide bombs, like it or not it must already be able to be left behind and then it must be able to use environmentally friendly fishing equipment and are actually aware of and preserve the marine ecosystem, because it is very important for fishermen who their livelihoods rely on marine resources.

In fact, preserving marine ecosystems or marine conservation will ultimately benefit many fishing communities, this will not only lead to longer catching ages but will also give rise to new business opportunities, as has happened at Bangsring Underwater Beach, Grand Watu Dodol, until Cemara Beach, where some of the beaches depart from the awareness of the fishing community has been able to develop the potential of marine tourism with conservation efforts, so that fishermen who are members of POKMASWAS and POKDARWIS who act as managers are able to offer many variants of new destinations, for example in addition to offering the natural beauty of the coast and culinary, the community is also able to offer services and tools in snorkeling, and diving activities, as well as other activities that are currently favored by tourists. When viewed economically on these various matters, it will certainly be a better welfare opportunity for the fishing community so that the various problems presented above will no longer be a problem that will make the fishing community continue to suffer.

Community Based Tourism (CBT) Model of Tourism Development and Independence of Coastal Villages

Banyuwangi Regency is one of the regencies in East Java that has potential coastal resources to be developed, which in the last few years has been able to make the regency at the eastern end of the island of Java worthy of being taken into account by several regencies in East Java, even the

captain other regions in Indonesia, this happens because the Banyuwangi Regency is able to show commitment to elevate the variety of tourism potential it possesses to be a strength for its region, as a result in a relatively short period of time the Banyuwangi Regency is transformed into a district that is becoming widely known and has succeeded in becoming a new force in tourism business in east java.

The seriousness can be seen among others by the recognition of tourism as an icon and benchmark of acceleration for Banyuwangi Regency and in 2019 the Regent has also targeted 20 new tourist destinations, as an effort to support the realization, recorded in 2017 Banyuwangi Regency has issued a number of local regulations¹ about the tourist village. This means that there is no need to doubt if the district, which is known for its infatuation, has a serious and high commitment to the development of tourism, and this is certainly very positive for the development of tourism in Banyuwangi, including in the development of coastal tourism.

When referring to the results of research conducted by Manyara and Jones (2007) in Kenya, they identified the importance of poverty reduction efforts by prioritizing efforts to empower communities through tourism businesses. In another meaning the development of tourism including coastal tourism provides a pretty good opportunity on improving the quality of community welfare, so the commitment and seriousness of the Banyuwangi regency government which so far has made a variety of potential as tourism in developing regions is quite relevant, but in this context certainly the seriousness and commitment is not sufficient, because to further optimize tourism as a major force in regional development it is also needed other elements that support the growth and development of tourism including in the development of coastal tourism.

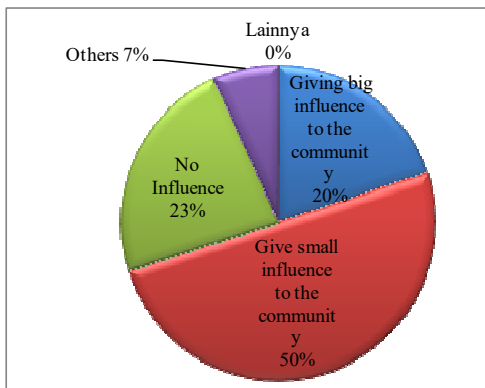
Therefore, in order to strengthen the various elements needed in the effort to identify a form of community-based pariwisata development that is able to be a driving force for participation and involvement of coastal village communities in creating sustainable village independence in the coastal areas of Banyuwangi it is very important to do. Where it is the main foundation that will be the foundation of the system in coastal tourism management, so that contextual governance will ultimately be able to strengthen the various supporting elements needed in the development of coastal tourism, so that coastal tourism management in Banyuwangi does not only develop to provide economic impacts the community alone but also able to develop in line with the socio-cultural context of the community and its environment. This is needed because the use of a variety of potentials as a tourism is not without risk, as evidenced in many places in Indonesia the use of a variety of potentials as a tourist develops incompatible with socio-cultural and environmental conditions so that in the end it actually damages the environment and is not constructive to the socio-culture that is built in the community.

Some research that has been done shows that efforts to develop the community-based tourism sector (Community Based Tourism) and the development of village governance independence are understood as two things that can become priorities and synergize in the context of poverty alleviation of rural communities, especially in coastal areas. Therefore, as one form of participatory planning in tourism development, Community Based Tourism (CBT) is a development approach that is able to form a tourism management system that encourages opportunities for local people (both those directly involved in the tourism industry or not) to control and be involved in tourism management and development, in the form of providing opportunities (access) in tourism management and development that lead to empowerment through a more democratic life, including in the distribution of profits from tourism activities that are more

equitable for local communities. Thus the existence of CBT as an approach and model in the development of coastal tourism will provide opportunities for the formation of a management system that is able to make the community better.

The advantages of a participatory planning approach according to Drake and Paula (in Garrod, 2001: 6) are: 1) consulting the project with the community or involving the community in project implementation management and / or project operation can increase project efficiency, 2) project effectiveness is much more improved by involving the community who can help ensure that project objectives can be found and the benefits will be received by local groups / communities, 3) as capacity building for community groups so that they understand what ecotourism is and its role in sustainable development. In line with what Drake and Paul have said above, it strengthens the opportunity to use CBT as an approach in tourism development, because when referring to the survey results obtained, the influence of coastal tourism development on the Banyuwangi community economy is noted as follows:

Diagram of the Effect of Coastal Tourism Development on Economic Community in Banyuwangi



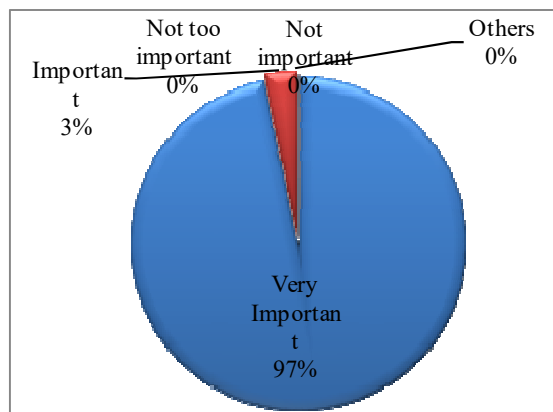
Source: 2019 Research Team Survey Results

From the data diagram above, it was noted that 23% had no effect, had an effect but was not optimal 50%, had a large effect on the community's economy, only 20% and another 7%, whereas if referring to the results of a survey conducted that was heavily involved in the management of coastal tourism 97% are community, meaning that the formation of a management system that accommodates the needs in the development of coastal tourism is still very necessary to be able to optimize the management of coastal tourism so that the utilization of the coast as a tourism is actually able to be a welfare expectation for the coastal village community in the future.

In addition to several benefits as explained above, Suansri (2003: 14) explains CBT that as a model in tourism takes into account aspects of environmental, social and cultural sustainability. In addition, CBT is a tool for community development and environmental conservation. Or in other words CBT is a tool to achieve sustainable tourism development. In the definition presented by Suansri, the idea to bring up new paradigm tools in tourism development is solely to maintain the sustainability of tourism itself.

The idea of sustainable development (rooted in sustainable development) stems from thoughts that seek to integrate economic perspectives and ecological perspectives as initiated by the World Commission on Environment and Development (WCED). Continued development is seen as an alternative development that tries to bridge the developmentalist or environmentalist paradigm. Sustainable development requires a process of economic and ecological integration through the formulation of paradigms and policy directions that lead to partnerships and participation of development actors in managing resources optimally (Baiquni, 2002: 37). This is certainly in line with what is expected by coastal communities as managers who are aware of the importance of protecting the environment so that in one of the tourist areas, conservation is prioritized over tourism management, besides the importance of environmental, social and cultural sustainability preservation in the development of coastal tourism illustrated in the diagram as follows:

Diagram of the Importance of Environmental, Social and Cultural Sustainability in the Development of Coastal Tourism in Banyuwangi



From the data above, it is seen that there is zero importance and not too important at zero percent, which states that 3% is important and the remaining 97% states that environmental, social and cultural sustainability in the development of coastal tourism is very important. This means that building awareness is part of the strength that is an opportunity for the development of coastal tourism in Banyuwangi but it is not able to be meaningful when it cannot be supported by the existence of a governance and regulatory system that is able to optimize it.

This means that CBT as a model in the development of coastal tourism provides opportunities for this, because it is in line with what has been said by Suansri above, which explains that CBT as a model in tourism takes into account environmental, social and cultural sustainability aspects. It can also be understood as a tool for community development and environmental conservation. Or in other words CBT is a tool to achieve sustainable tourism development.

In addition to environmental, social and cultural aspects that are part of the sustainability of coastal tourism development, there are also several other aspects that are also a concern in CBT, where some of these aspects are needed to support the successful development of coastal tourism with the CBD as an approach, while these are illustrated in some basic principles of CBT delivered by Suansri (2003: 12) in his ideas are: 1) recognizing, supporting and developing community ownership in the tourism industry, 2) involving community members in starting every aspect, 3) developing community pride, 4) developing quality of life community, 5) guaranteeing environmental sustainability, 6) maintaining unique character and culture in the local area, 7) fostering learning about cultural exchange in the community, 8) respecting cultural differences and human dignity, 9) distributing benefits equitably to community members, 10) has a role in determining the percentage of income (income distribution) in projects in the community.

As a follow up, Suansri (2003: 21-22) conveyed the points which are the main aspects of CBT development in the form of 5 dimensions, namely: 1) economic dimension, with indicators in the form of funds for community development, employment creation in the tourism sector, income generation local people from the tourism sector; 2) social dimension with indicators of increasing quality of life, increased community pride, fair distribution of roles between men and women, young and old generation, building community organization strengthening; 3) the cultural dimension with indicators in the form of encouraging people to respect different cultures, fostering cultural exchange, cultural development is closely embedded in local culture; 4) environmental dimensions, with indicators studying carrying capacity capacity, regulating waste disposal, raising awareness of the need for conservation; 5) political dimension, with indicators: increasing participation of local residents, increasing the power of the wider community, guaranteeing rights in natural resource management.

If you see from the arguments above, with the principles and dimensions in CBT, the use of coastal resources as tourism will give good direction to make coastal tourism as one of the strengths of development in Banyuwangi, because the principles of CBT as explained above, are things that are imperfectly built in coastal tourism management organizations so that the 5 dimensions that are expected to be able to be built cannot be built properly as the impact of the use of the coast as tourism is less able to have an optimal impact on the community both as managers and the community as business actors in coastal tourism. Therefore, as an effort in optimizing CBT as a model in the development of coastal tourism according to Yemen & Mohd (2004: 584-587) there are several key arrangements for tourism development with the CBT approach, namely:

First, there is government support: CBT needs the support of multi-institutional structures in order to be successful and sustainable. The CBT approach is human-oriented which supports fair distribution of benefits and supports poverty alleviation by encouraging governments and communities to maintain natural resources and culture. The government will function as a facilitator, coordinator or HR advisory body and institutional strengthening.

Second, stakeholder participation. CBT is described as a variety of activities that increase wider support for community economic and social development. Resource conservation is also intended as an effort to protect in terms of improving people's livelihoods / livelihoods. CBT generally aims to diversify the industry. This increased scope for wider participation includes participation in the informal sector, rights and direct / indirect relations from other sectors. Tourism plays a role in internal development and encourages the development of other economic activities such as industry, services and so on.

Third, fair profit sharing. Not only related to direct benefits received by people who have businesses in the tourism sector but also indirect benefits that can be enjoyed by people who do not have a business. The indirect benefits received by the community are far wider, including in the form of development projects that can be funded from the proceeds of tourism.

Fourth, the sustainable use of local resources. One of the strengths of tourism in the coastal region is its great dependence on local natural and cultural resources. Where these assets are owned and managed by all members of the community, both individually and in groups, including those without financial resources. It can foster concern, self-respect and pride for all members of the community. In this way, the available resources increase value, price and are the reason why visitors want to come to the village.

Fifth, strengthening local institutions. Initially, tourism business opportunities in rural areas were difficult to regulate by existing institutions. It is important to involve the committee with members from the community. The ultimate goal is to regulate relations between residents, resources and visitors. This clearly requires the institutional development that is there. The best is an institution with a leader that can be accepted by all members of the community. The five key tourism development arrangements with the CBT approach according to Yemen & Mohd above, are choices that become CBT amplifiers as a model of coastal tourism development, and these are chosen contextualized with the conditions, needs and problems that exist in the coastal tourism area in Banyuwangi, so that in the end CBT as a model is able to provide a better welfare impact on the people in the coastal villages in Banyuwangi.

4 Conclusion

The existence of several community organizations that deal with tourism issues, such as Pokdarwis, Pokmas, and Pokmaswas, which are almost found throughout the Banyuwangi coastline shows that the enthusiasm and involvement of the community in managing tourist destinations in the Banyuwangi coastal area is quite high, on the other hand these conditions, were also followed by command support which has so far shown a very high commitment to the development of tourism. However, efforts to develop community-based coastal tourism in the landmark are still not fully optimal, given the general pattern of coordination, governance systems,

participation patterns and forms of independence while this is still a challenge. For this reason, Community Based Tourism (CBT) as a tourism development model is an offer that is able to encourage independence in the Coastal Villages in Banyuwangi Regency.

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