

The Development of Community-Based Tourism Through Partnership Support

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Abstract. The tourism sector encourages the growth of local creative economic activities. Tourists who visit tourism areas are usually interested in buying local creative economy products. Therefore, local creative economy products have an important role in increasing regional income and improving the welfare of surrounding communities. To achieve this goal, the Pandeglang Regional Government is revitalizing the Tanjung Lesung tourist area by directly involving the community through developing local creative economic products. However, the government is aware of its limitations in terms of human resources, budget, and infrastructure, so it is necessary to build a partnership network. The research aims to analyse how partnership development encourages community empowerment through creative economic products using a qualitative approach through in-depth interviews and focus group discussions. The research results found that developing partnerships with corporate social responsibility can support community empowerment in developing local creative economic products and increasing community-based tourism.

Keywords: Community-Based Tourism, Creative Economic Products, Partnerships, Corporate Social Responsibility.

1 Introduction

One of the important sectors that generates foreign exchange comes from the tourism sector. The tourism sector can also be relied on by the region as one of the most important sources of potential income in the form of tourist levies that will be received from the management of tourist attractions. Apart from being a source of income, the tourism sector is also able to improve the economy of the surrounding community. This is because the tourism sector is a labor-intensive sector capable of opening up business opportunities and employment opportunities for the surrounding community, which will ultimately improve the economy of the community [1, 2]. However, the potential of the tourism sector has not yet been optimally

developed, which has resulted in reduced tourist interest in visiting a tourist attraction. Reduced tourist interest can be caused by a lack of promotion, inadequate infrastructure, and products or services offered that do not meet standards [2].

To overcome this problem, one way is to involve the local community in tourism management (community-based tourism) [3]. Community-based tourism (CBT) is sustainable tourism management initiated by local communities with the support of multi-stakeholder partnerships. If management is based on CBT, it will trigger the spirit of advancing the community's economy independently, resiliently, and competitively, which will ultimately increase the development of tourist attractions [4].

Of course, the CBT concept in the tourism sector is closely related to the creative economy [5], because tourism activities are always related to what tourists can buy in tourist destination areas. Creative economic development activities must be aimed at the surrounding community so that they can generate willingness towards this tourist attraction. The central government and regional governments will usually create a strategic plan for tourism management, which includes strategies for developing the creative economy in the tourism sector [2]. So the development of the creative economy is expected to have a positive impact on improving the regional economy [6]. Creative economic development can take the form of providing local products. This local product production will be a source of increasing regional and local community income. The diversity of products with ethnic characteristics is a supporting factor for the development of the creative economy [7].

This was realized by the Pandeglang Regional Government to revive the Tanjung Lesung tourist area. The Tanjung Lesung tourist area is in the coastal area of the westernmost tip of Java Island in Tanjungjaya Village, Panimbang District, Pandeglang Regency, Banten. Looking at its geographical position, Tanjung Lesung has tourism potential in the form of a beach with white sand and a beautiful sea panorama. The momentum for the Pandeglang Regional Government to revive the Tanjung Lesung tourist area was created when Government Regulation (PP) Number 26 of 2012 concerning the Tanjung Lesung Special Economic Zone was issued [8]. Through this PP, Tanjung Lesung was designated as a tourism special economic zone (SEZ). By becoming a Tourism SEZ, it is hoped that the Tanjung Lesung tourist area can have a positive impact on various sectors of economic growth in general and on the surrounding community in particular [9].

However, the obstacle faced in developing tourism so far is that the CBT concept has not been developed, so the community has not utilized the potential of existing tourism resources. This has resulted in the creative economy sector, which supports tourism, not developing optimally. Facing these problems, the regional government is aware that it is important to involve the community so that tourist areas can develop further, one of which is by empowering the creative economy sector. A creative economy that is developed by paying attention to local wisdom is an alternative solution that can encourage the development of the creative economy to become more independent, especially in the regions [7].

Creative economic development can be done by empowering MSMEs around the Tanjung Lesung tourist area. Based on Government Regulation (PP) Number 7 of 2021 concerning Convenience, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises, MSME actors, one of which is engaged in innovative, creative industry-based activities, are entitled to obtain incubation facilities from incubator institutions. However, this has experienced problems due to various limitations ranging from access to capital,

equipment, and skills to the limited number of people willing to get involved. The government realizes the need to build a partnership network with various parties. One of them is the Tanjung Lesung tourism manager (KEK Tanjung Lesung) via Corporate Social Responsibility (CSR).

Corporate social responsibility (CSR) in companies began with the enactment of Law Number 40 of 2007 concerning Limited Liability Companies (UU PT), Law Number 25 of 2007 concerning Capital Investment, and Government Regulation (PP) Number 47 of 2012 concerning Social and Environmental Responsibility Limited Liability Company (PP 47/2012) [10]. CSR can be interpreted as a company's ongoing commitment to act ethically and legally and contribute to improving the quality of life of workers and families, local communities, and society as a whole [11]. According to Article 74 of the PT Law, companies that carry out business activities in the field and/or related to natural resources are obliged to carry out social and environmental responsibilities. If this obligation is not carried out, the company will be subject to sanctions in accordance with statutory provisions. Even though Article 74 of the PT Law only states that the rules for social and environmental responsibility (TJSL) or CSR apply to companies with business activities in the field of natural resources, the fact is that CSR is a broad responsibility of companies, both those operating in the field and/or related to natural resources. These regulations are contained in PP 47/2012. The provisions of Article 2 PP 47/2012 explain that basically every company, as a form of human activity in the business sector, is morally committed to being responsible for maintaining a harmonious and balanced corporate relationship with the environment and local community in accordance with values, norms, and public culture. Therefore, this research aims to analyze how the development of partnerships encourages community empowerment for the development of creative economic products in Tanjung Lesung, one of which is CSR.

2 Method

This research uses a qualitative approach using the case study method. The qualitative approach is emphasized in this research because it is to explore and understand a phenomenon related to the application of the CBT concept in developing the creative economy in tourist areas by utilizing CSR. This research is also to study, understand, and interpret the meaning that comes from phenomena experienced by society [12]. Data collection was carried out through in-depth interviews and focus group discussions with relevant stakeholders.

In-depth interviews were conducted with regional governments from district to village level, including representatives from Bappeda and representatives from the Tanjung Jaya Village Government. Apart from that, in-depth interviews were also conducted with representatives of the private sector in the Tanjung Lesung tourist area, MSMEs, and community assistance workers. To support the data and information obtained, an focus group discussions (FGD) was conducted involving representatives from the provincial (Provincial Bappeda) and district (Bappeda and Tourism Office) governments, as well as the private sector. The facts and evidence can be explained through the narrative of the research results.

3 Result and Discussion

3.1 The Potential of Tanjung Lesung Tourism Area

The tourist area of Tanjung Lesung is located in the western part of Java Island, in Tanjungjaya Village, Panimbang District, Pandeglang Regency, Banten. In general, based on the results of the FGD with the Pandeglang Government, it was explained that Pandeglang Regency has advantages to be developed as one of the tourist destinations in Indonesia, including:

1. Pandeglang is a National Tourism Development Area (KPPN) and a National Tourism Strategic Area (KSPN), namely:
 - a. KPPN Carita and surrounding areas;
 - b. KSPN Ujung Kulon, Tanjung Lesung, and surrounding areas.
2. It has the oldest national park in Indonesia, which was inaugurated by UNESCO as a natural world heritage site, and is the habitat of a protected endangered species, namely the one-horned rhinoceros, which only exists in the forests of Ujung Kulon National Park.
3. has the Tanjung Lesung area, which is the first Tourism Special Economic Zone (SEZ) in Indonesia;
4. has the area with the longest coastline in Banten. Of the 499 km, Pandeglang has >307 km (Carita – Sumur);
5. has a geological heritage and geopark in Ujung Kulon.

Tanjung Lesung has tourism potential in the form of a beach that has white sand and a beautiful sea panorama. The momentum for the Pandeglang Regional Government to revive the Tanjung Lesung tourist area was created when Government Regulation (PP) Number 26 of 2012 concerning the Tanjung Lesung Special Economic Zone was issued [8]. The Tanjung Lesung SEZ was proposed as a tourism SEZ because it has a beautiful 15-kilometer-long beach. Apart from that, the Tanjung Lesung SEZ is the gateway to the Anak Krakatau tourist attraction and to the Ujung Kulon National Park. It is hoped that the potential of the Tanjung Lesung SEZ can develop the community's economy and improve the welfare of the people around the area.

The challenge of tourism development in Tanjung Lesung is the low level of community participation and involvement in the development of tourism activities in this region [13]. Planning tourism activities often does not involve the community in decision-making. Communities around the Tanjung Lesung area are involved in tourism activities based on the potential resources available but have not been programmatically coordinated to support and benefit from the development of the Tanjung Lesung economic area [14]. The potential for a tsunami is also one of the concerns of tourists visiting Tanjung Lesung. The number of tourist visits decreased after the tsunami in 2018 [15, 16].

Tanjung Jaya Village has a coral reef conservation area, bamboo, wood, batik craftsmen, and others. Tanjung Lesung tourism management requires collaboration, full openness between stakeholders, intense communication, and sharing of roles to support tourism development [17, 18, 19].

3.2 Community Empowerment through Partnership Support

The existence of the Tanjung Lesung SEZ is a special attraction for tourism development in Pandeglang, especially in Tanjungjaya Village. The Pandeglang Regency Government is building a collaboration with the Tanjung Lesung SEZ management to share roles in increasing tourism development in Tanjung Lesung. Mapping partners is important to support tourism development [20, 21, 22]. To support tourism development in Tanjung Lesung, partners involved include the central government, which supports basic infrastructure for tourism; the local government, the village government; the university; the communities (MSME); and the management of the SEZ of Tanjung Lesung (private sector).

This partner's support is very necessary because tourism development in Tanjung Lesung is still minimal considering the lack of infrastructure. Even though the Tanjung Lesung tourism location is very beautiful, it is still quite difficult to reach both in terms of time and cost. The condition of the road to Tanjung Lesung still takes quite a long time, around 3–4 hours from Jakarta, making tourists reluctant to visit there. In fact, in terms of costs, both transportation and accommodation are still quite expensive, so Tanjung Lesung is not yet a top-priority location for tourists to visit. Therefore, toll road infrastructure is a priority to be realized immediately so as to save more time. The role of the central government, district government, and private sector in supporting infrastructure is important to facilitate the promotion of Tanjung Lesung tourism.

Support from teaching staff at the university is also needed because the university has a Research and Community Service Institute (LPPM). The presence of universities to provide training to the community is a form of community empowerment. Not only improving community skills, but village officials must also improve their capabilities in implementing village governance. To improve the village economy, village-owned enterprises (BUM Desa) have an important role as a village economic forum that can contribute to increasing village original income (PADes). BUM Desa can be a forum for accommodating creative economy products and, at the same time, can distribute and market these products to customers. Unfortunately, the village-owned enterprises (BUM Desa) in Tanjung Lesung has not yet reached that direction. Therefore, Tanjung Lesung village-owned enterprises (BUM Desa) still needs assistance and training so that it can make the maximum contribution to village welfare.

Especially for the management of Tanjung Lesung SEZ, realize that it is important to build good social relations with the community so that the community also supports the existing tourism. This is also a way to avoid conflicts that occur with the local society [23, 24]. Through the existing CSR, Tanjung Lesung SEZ Management empowers the local community to create local creative economic products in Tanjung Lesung. Starting with craft products, the local Tanjung Lesung batik with Badak motifs, as well as supporting the development of tourist villages, The community receives training in batik and craft product processing. This training activity was facilitated by Tanjung Lesung SEZ through trainer facilitation by bringing in trainers from Java. Not only that, to teach local dances, teachers were also brought in from Java, who provided training for 3 months until the community was truly trained. The Tanjung Lesung SEZ management also provides assistant staff to assist the community in product development and marketing.

The local government and the management of Tanjung Lesung SEZ also regularly work together to hold tourism promotion activities in Tanjung Lesung. Apart from promoting the

beach and its environment, the government also introduces creative economy products from the community to tourists. Not only between the local government and the management of the Tanjung Lesung SEZ, but also the role of the village government is important in mobilizing and encouraging community members to have a sense of ownership in developing their village through village tourism. Moreover, with the presence of Tanjung Lesung tourism, the villages around Tanjung Lesung have great opportunities to advance and improve the welfare of village communities to become developed, independent, prosperous, and competitive villages through tourism development.

3.3 The Development of The Creative Economy in Tanjung Lesung

An interesting economic development from Tanjung Lesung is that the management of the Tanjung Lesung SEZ has an important role in empowering the surrounding community through various training programs. Community empowerment that has been carried out through MSMEs has gradually developed [25, 26]. Product quality is also gradually improving such as with the formation of craft and batik MSMEs whose products have been curated by Bank Indonesia. They also support MSMEs by utilizing craft products from MSMEs for use in hotels. Together with the regional government, they support product promotion not only in Pandeglang but also at events outside Pandeglang, such as in Jakarta. The craft products produced come from wood and coconut shells, which are processed into forks, spoons, glasses, plates, bowls, cutting boards, and so on. What is unique is that these craft products are not made by just one MSME but share the types of products among other MSMEs so that the MSMEs in Tanjung Lesung help each other.

However, because there are still problems with infrastructure, the cost of sending products outside the region is still relatively expensive. In fact, selling at bazaars, which are often held in Jakarta, also results in product prices becoming more expensive, including the risk of damage to goods on the road. For this reason, multi-stakeholder cooperation is needed to overcome this infrastructure problem so that accelerated economic growth in the community around the Tanjung Lesung SEZ can be achieved.

Apart from the creative economy group, the existence of this SEZ encourages the growth and development of tourist villages, homestays, restaurants and eateries, grocery stores, etc. as explained in the image below:

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