

# Innovation Model of Sustainable Ecotourism Development in The Coastal Areas (Study of Teluk Paku, Tanggamus Regency)

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**Abstract.** The development of community in coastal areas demands innovations in the tourism sector, especially sustainable ecotourism development models in coastal areas. The innovation provides an attractive solution for all stakeholders involved in the tourism sector and becomes a middle ground between humans and nature in developing ecotourism. This study was conducted using descriptive qualitative methods. This method will provide a description and overview of ideas regarding innovations in the world of tourism, especially sustainable ecotourism in coastal areas. This study is supported by secondary data from several journals and websites directly related to tourism, so it will strengthen the argument by providing ideas regarding innovation models for sustainable ecotourism. Apart from that, this research is supported by primary data obtained using observation and interview techniques with local communities as a further study in the context of reality. Observations in this research were carried out in Teluk Paku, while interviews were conducted with tourists and communities around the coast of Teluk Paku. The research produces a new innovative model for developing sustainable ecotourism in coastal areas, built from theoretical and practical ideas. This innovation can be in the form of a description of a development model that will be implemented in coastal areas, both in Teluk Paku and other areas whose topography is the same as the Teluk Paku coastal area.

**Keywords:** New Innovation Model, Sustainable Ecotourism Development, Coastal, Teluk Paku

## 1 Introduction

The anomy development of the community in traveling, especially to the coastal area, illustrates that the coastal area is still excellent as a tourist attraction. The topographical beauty offered by the coastal area provides an experience and comfort for tourists. So, it is unsurprising that the number of visitors to the coastal area is quite large. Even one of the coastal ecotourism places that is not too famous, like Bali and Lombok, can bring in many visitors. The place, namely in the west coast region, where domestic visitors in 2022 reached 36,070. [1]. This figure only describes the number of domestic visitors, not foreign tourists. The figure can change if calculated from the number of visits to the west coast region.

The latest data as of June 2023 shows that the number of foreign tourists who visited Indonesia's territory reached 5,189,433. [2] means that the number of foreign tourists is quite large, and the number of people in the world community visiting Indonesia is also quite large. The large number of visits must be accompanied by an innovation in tourism, especially ecotourism. So, it will have a broad impact on the development of ecotourism. In addition, providing a new experience from a new ecotourism model will provide comfort for local tourists, thereby increasing the anomy of local tourists for tourism.

Innovations that can be developed are not only a set of innovations in existing tourist attractions. However, it can also be done in other places that have the potential to be developed into ecotourism areas. That is, creating a new model of ecotourism that provides a different experience by targeting different ecotourism market segments than those currently developed. Currently, ecotourism that is often developed is more about beach tourism, cultural tourism, land area tourism (mountains, rivers, waterfalls, hills, etc.), and museum and urban tourism. A new model of ecotourism that is very different, such as fishing ecotourism, is needed. This ecotourism is in great demand by specific market segments that can benefit local communities in the area where this ecotourism will be developed.

The ecotourism model that is built is undoubtedly a model of sustainable ecotourism development in coastal areas. Developing the tourism model can be a new solution to creating sustainable ecotourism. This ecotourism model is more about the tourist experience that does not change the contours of the coastal area so that it can be a middle ground for ecotourism models when unsustainable conditions threaten ecotourism problems. Several cases of ecotourism are threatened with sustainability, such as Gili Lawa ecotourism in NTT, Amaryllis Park in Yogyakarta, Mount Rinjani in Lombok, and Ranu Manduro in Mojokerto. [3]. Therefore, an innovation model provides an attractive solution for all stakeholders involved in tourism and a middle way between humans and nature in ecotourism development. Thus, it can provide a more sustainable ecotourism.

Departing from this, finding a way for sustainable ecotourism development in coastal areas needs to be done through in-depth studies. Especially regarding new models of innovation in the world of tourism so that tourism can be more sustainable. It is to keep the development of ecotourism sustainable and sustainable. In addition, several studies on ecotourism have been conducted, but only a few have provided studies that offer sustainable innovation. These studies include [4], [5], [6]; [7]; [8]; [9]; [10]; [11]; [12]; [13]; and [14]. These studies have yet

to offer new ideas about new ecotourism models, significantly more sustainable coastal ecotourism such as fishing tourism. Coastal areas, especially the sea, are the main base for providing a place for tourists who like fishing. Therefore, this ecotourism model is exciting to develop as a new community tourism model. Therefore, studying a new ecotourism model in coastal areas, especially fishing tourism, is interesting, as it can provide new ideas in the world of tourism.

## **2 Research Methods**

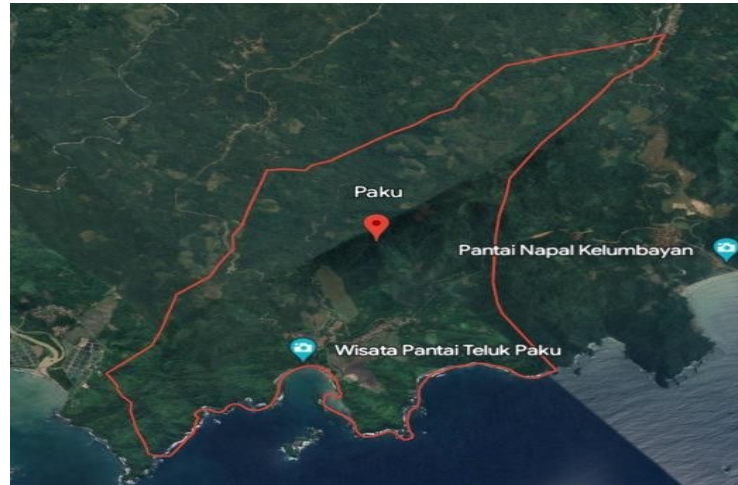
This study was conducted using a descriptive qualitative method. This method will describe ideas about innovations in the world of tourism, especially sustainable ecotourism in coastal areas. This study is supported by secondary data from several journals and websites directly related to tourism, so it will strengthen the argumentation in providing ideas about the innovation model of sustainable ecotourism. In addition, this study is also supported by primary data obtained through observation and interview techniques with local communities as a further study in the context of reality. Observations were conducted to describe the reality of the area to be developed.

In contrast, interviews were conducted with several tourists who had visited ecotourism and local communities as subjects in ecotourism to be developed. The community and place used as the object of study to be developed are the Teluk Paku Coast, Kelumbayan District, Tanggamus Regency, and Lampung Province, Indonesia. This area was chosen because, topographically, it is very suitable as a pilot of the study idea developed regarding an innovation model for sustainable ecotourism development in coastal areas.

## **3 Results and Discussion**

Pekon Paku is a village located in Kelumbayan District, Tanggamus Regency. Initially, Pekon Paku was part of Pekon Negeri Kelumbayan or Bandakh Negeri Kelumbayan. Based on information from Pekon Paku elders, the name Paku is taken from the name of a plant that grows in the Pekon Paku area, namely the Paku plant. The surrounding community interprets the name Paku as a symbol of unification and strengthening of brotherhood (Pekon Paku, 2023).

Geographically, Pekon Paku is a mountainous area surrounded by beaches, namely Batu Naga Beach, Batu Sembur Beach, and Batu Pintasan Beach. Pekon Paku has an area of 14.06 km<sup>2</sup>. The distance from Pekon Paku to the sub-district center is around 3 km, from Pekon Paku to the regency capital is around 68 km, and from Pekon Paku to the provincial capital is 80 km. Administratively, Pekon Paku is bordered by Pekon Umbar in the west, bordered by Pekon Napal in the east, bordered by Pekon Batu Patah in the north, and bordered by the sea in the south. Pekon Paku consists of 6 neighborhoods and three hamlets. Hamlet 1 consists of 2 RTs, namely Suka Bandung and Limbungan. Hamlet 2 consists of 2 RTs, namely Suka Marindu and Tanjung Agung. Hamlet 3 consists of 2 RTs, namely Bimbin Laut and Curup Pantai.



**Figure 1.** Geographical condition of Pekon Paku

Source: *Google Earth* (2023)

Pekon Paku is the tourist destination of Teluk Paku, with a beautiful view and dolphins that pass by in the morning and evening. In addition to Teluk Paku, there is Pintas Beach, which has beautiful waves and shores. However, tourist destinations are not widely known by tourists. Thus, only the surrounding community and a few tourists witness its beauty (Pekon Paku, 2023). The Pekon Paku government and community still need to develop the tourism potential that has investment value. This is evident from the need for more facilities in the tourism sector, such as inadequate road access to tourist attractions, non-existent tourism publications and promotion media, and the absence of unique accommodations for visitors (Pekon Paku, 2023).

### **3.1 The Practical Reality of Local Ecotourism in Teluk Paku**

The practical picture that can be constructed from this research's results is finding the perceptions of the local community where this research was conducted. This perception was developed from the principles of sustainable ecotourism expressed by [15]. According to [16], ten principles of sustainable ecotourism can be applied to an area: participation, stakeholder involvement, local ownership, sustainable use of resources, accommodating community goals, attention to carrying capacity, monitoring and evaluation, accountability, training, and promotion. [16].

The ten principles are the basis for the development of the materialist construction. This construction becomes the primary basis for developing sustainable ecotourism in Teluk Paku. Understanding the local community remains critical for constructing sustainable ecotourism and developing this essential base. Because this ecotourism must be combined with sustainable development, this is done to create sustainable ecotourism development in the local

area.

In building the spirit of sustainable ecotourism, ecotourism development must be based on the basic concepts of sustainable development. Where, conceptually sustainable development itself, namely "a conscious and planned effort that integrates environmental, social and economic aspects into development strategies to ensure the integrity of the environment as well as the safety, ability, welfare, and quality of life of present and future generations" [17]. From this concept, ecotourism development must align with sustainable development. Therefore, ecotourism that makes nature and culture the primary basis for development must consider the local community's perceptions in developing sustainable ecotourism. So that nature and humans can be balanced in sustainable development to create sustainable ecotourism.

Departing from this, the development of materialist construction of sustainable ecotourism on the coast of Teluk Paku in Kelumbayan sub-district is practically based on sustainable ecotourism principles. Practical here means the results of direct information from coastal communities around Teluk Paku. This information is obtained from interviews with informants selected by researchers representing the surrounding community in Teluk Paku. This community statement is then constructed as a form of reality that can be described as a description of the condition of Teluk Paku ecotourism.

### **3.2 An Overview of the Reality of the Teluk Paku Community Participation Principle**

Based on the results of interviews that have been carried out, information regarding community participation related to tourism development in Pekon Paku, Kelumbayan District, and Tanggamus Regency can be found. The community has yet to be involved in village meetings regarding the development strategy and planning of tourism in Teluk Paku. The local community has yet to be involved in the deliberations because the Pekon Paku Government's main priority is to build badly damaged roads. However, several layers of the community have participated in the process of maintaining and utilizing tourism potential. For example, Bujang Gadis plays a role in managing tourism in the village by opening admission fees to the beach when there are big days, such as Eidal-Fitr and New Year celebrations. The proceeds from the entrance fee will be used for the benefit of the Pekon Paku community (Interview Results, 2023).

On the other hand, the community also works together to clean and maintain the beach in Pekon Paku. Although the community has never held deliberations regarding tourism development, some people have suggestions for developing beach infrastructure in the form of huts and lodging. It means that the community wants to be involved in developing lodging infrastructure in the Teluk Paku area (Interview Results, 2023).

The results of the interview above show that community participation in ecotourism development still needs to be increased. It suggests that the village government must still fully involve the community in developing rural areas. Especially regarding the development of coastal areas related to ecotourism development, this area has yet to fully involve the community in developing ecotourism objects. Developing coastal areas as tourist attractions requires full community involvement so that ecotourism can run optimally and be utilized to

improve their standard of living.

In addition, the reality of *stakeholder involvement* as an actor in driving ecotourism needs to be more help or involvement in developing ecotourism in Teluk Paku. Villages, districts, and private governments have yet to be massively involved in tourism development in Pekon Paku. The village intends to develop tourism by forming Pokdarwis but needs to run better (Interview Results, 2023). The lack of stakeholder involvement in developing ecotourism shows that their existence still needs to be considered an essential factor in driving ecotourism.

So far, the village's involvement in tourism development has been limited to building rubbish bins around the beach. However, it has yet to show full involvement, so it is concluded that their involvement is very minimal. In addition, communities or organizations *concerned* with tourism also need to be created in this village, so the involvement of non-governmental organizations in the ecotourism sector is minimal. However, in the coastal area of Teluk Paku, fishermen's organizations are ready to become the driving force of ecotourism if the coastal area is developed as an ecotourism object. They can be transformed into a fully engaged community in the ecotourism sector (Interview Results, 2023).

In addition, local communities can also be utilized as ecotourism actors. So far, the local community, through the youth Bujang Gadis, has utilized the tourism potential independently by opening ticket money to tourists, and some fishermen rent boats to see dolphins. It is usually done during the Idul Fitri and New Year holidays when many tourists visit Teluk Paku (Interview Results, 2023).

Realities of Local Ownership and Sustainable Resource Use in Ecotourism Areas cannot be maximized in ecotourism development. In Teluk Paku, there is only one lodge for tourists directly owned by the community. For land ownership, most of it is customary land and a little private land. In addition, some plantation land around Teluk Paku is already owned by foreign parties. It means that most of the land around Pekon Teluk Paku is already owned by the private sector, which is from outside the surrounding community. Thus, some of the land is not owned by the local community (Interview Results, 2023).

In addition, in the aspect of cleanliness, the coastal area also has cleaners from the village. It means that the community is aware that coastal resources are essential for improving the quality of ecotourism so that it can sustainably create opportunities. There are also users of tourism potential by using fishing boats to fish and see dolphins. Moreover, entrance fees are also used during the Eid and New Year holidays (Interview Results, 2023). With these qualities in place, the community has realized its potential, so the use of resources will be more sustainable.

In addition, in the ecotourism area, a fish storage warehouse can be used as a fish auction warehouse for tourists. Tourists who want fresh fish can buy fish there directly and grilled by the local community. Tourists can enjoy fish dishes with the distinctive taste of the local community. In addition, in the coastal area, there are several MCK places that tourists can use, so tourists feel more comfortable traveling there because the facilities are guaranteed (Interview Results, 2023). The community still needs to own support for Community Goals to create sustainable ecotourism. In general, no parties accommodate community goals in tourism

activities. That is, no institution can accommodate their aspirations in tourism, so all ideas and aspirations have yet to develop. The community needs a carrying capacity that can accommodate their interests, especially in infrastructure and road access to ecotourism sites. Therefore, the community needs the capacity to accommodate their wishes, especially in improving road access to tourist attractions (Interview Results, 2023).

In addition, in terms of natural potential, besides the Teluk Paku Coast, the Pekon Teluk Paku area also has places that can be developed into ecotourism sites. These places are places that can be used as ecotourism carrying capacity regionally. These places include Pisahan Beach, the dolphin migration route, Batu Sembur, and so on. In addition, Pekon Teluk Paku is also supported by culture in the form of *Begawi* cultural activities and *Muli Makahanai* cultural and artistic activities. In this context, outsiders or tourists can directly witness the cultural process so that it can become a tourism *event* in the cultural field. Therefore, seeing how the community has the desire to be recognized culturally and for widespread support, the community as a whole is always open to tourists (Interview and Observation Results, 2023).

Monitoring and evaluation activities of ecotourism activities have also yet to be carried out on the coast of Teluk Paku. The organization has not been thoroughly carried out because ecotourism in Teluk Paku has not been adequately institutionalized. Nevertheless, with the current conditions, the community conducts personal and individual evaluations of the condition of ecotourism in their place. They constantly criticize the condition of ecotourism that has not been built and is not developing, so simply evaluating the development of ecotourism is still carried out individually by the community but not yet well institutionalized. Monitoring and evaluation are carried out when there is a Village Musyawarah, but it does not specialize in the condition of the ecotourism area. Instead, the condition of village infrastructure still needs to be improved. It certainly directly impacts ecotourism infrastructure because ecotourism is in the Teluk Paku village area (Interview Results, 2023).

Accountability can only be done formally with the formal institutionalization of ecotourism in Teluk Paku. Nevertheless, individuals and small fishermen communities still feel the need to be responsible for preserving the Teluk Paku coastal environment. Each community is given the obligation to maintain the coastal area. Moreover, the coastal area is still used for ecotourism independently, so the local community still has to maintain and preserve ecotourism so that the ecotourism area remains sustainable and beautiful (Interview Results, 2023).

So far, Teluk Paku ecotourism has never conducted training in tourism development. This is because Teluk Paku ecotourism has yet to be institutionalized or developed as a formal sector in the tourism industry. Nevertheless, when this ecotourism is developed into a formal sector in the world of tourism, training to improve ecotourism competencies needs to be carried out, and the community is ready to be involved in training developed to improve the ecotourism sector (Interview Results, 2023).

The training carried out is certainly to improve the tourism industry. The communities involved will be more competent in developing ecotourism when these trainings are conducted. In addition, the skills possessed through training will provide an understanding of how this

ecotourism will be carried out, including in introducing this ecotourism through promotions to the broader community. Thus, ecotourism that will be developed can be recognized and visited.

So far, Teluk Paku ecotourism has been known by the wider community (tourists) through television, social media, and the Internet spread by visitors and television media. In addition, information about Teluk Paku is obtained from the stories of tourists visiting the Teluk Paku coastal area. It means the local community has never done more formal promotions to disseminate ecotourism information in Teluk Paku. In addition, the local government has also yet to conduct structured promotions because the local government has not planned tourism development in Teluk Paku (Interview Results, 2023).

### **3.4 New Idea for Sustainable Ecotourism Model in Teluk Paku**

The construction of sustainable ecotourism in the Teluk Paku area provides a new idea about new ecotourism that can be developed. The new idea is a practical and theoretical solution that can be developed in coastal areas with contours of coastal areas and bays. The area's topography supports the coastal area of Teluk Paku to create new ecotourism with new ideas that are more sustainable. The coastal and ocean landscapes owned by the Teluk Paku Coast provide a new concept regarding the form of ecotourism that can be developed. This new idea will certainly bridge the development model that focuses more on sustainable ecotourism, whose center of activity is in the bay and coastal areas. The actors driving this ecotourism are not only from one component of the community but also from all community components who work together. Thus, a community work network is formed by the concept of social capital development [18].

However, this new idea must be constructed more humanistically and mobilize the surrounding community as actors who play a more significant role in building sustainable ecosystems. The spirit of sustainable ecosystems in the context of development is how to make nature and humans run in balance. By the concept of sustainable development. Natural resources used for development and living needs can meet current needs without sacrificing the needs of future generations [17]; [20]; [17]

Local communities can determine the sustainability of ecotourism in their own environment to maintain that balance. Because conceptually, sustainable ecotourism is ecotourism that places natural ecology as the primary basis for the tourism industry [21] in [15]; [22]. In addition, local communities will be more able to protect the environment used in the tourism industry sector because the environment is their place of life [14]. Therefore, a new idea can be created in areas with contours and topography in the Teluk Paku area juxtaposed with local community actors who play a more significant role, namely the Pemancingan Tourism model.

The new idea of fishing ecotourism can be developed into an innovation in ecotourism development. This innovation can be a middle way in creating sustainable ecotourism in the Teluk Paku Coastal area. Innovation regarding fishing tourism utilizes the coast as a recreational object and the sea area as a tourist attraction. Thus, the coast, sea, and land can be integrated as a tourist attraction. Therefore, fishing tourism can be developed into an innovation model for developing ecotourism in coastal areas.



## 4 Conclusion

Fishing tourism is a new idea for ecotourism in the neighborhood. The new idea can be developed into an innovation in ecotourism development. The innovation can be a middle way in creating sustainable ecotourism in coastal areas. New innovations regarding fishing tourism utilize the coast as a recreational object and use the sea area as a tourist attraction so that the coast, sea, and land can be integrated as a tourist attraction. Therefore, fishing tourism can be developed into an innovation model for developing ecotourism in coastal areas.

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