
Development of Tourism in The South Coastal of Special Region of Yogyakarta

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ABSTRACT

Indonesia has a long coastline with a length of 81,000 km and stretches along its coastal area which has various potentials that can be utilized for sustainable development. Therefore, in the presence of several potentials found in the coastal region, it occurs in the coastal area of the Special Region of Yogyakarta where it has several potential coastal tourism that can be developed. But in its development, various kinds of problems arise related to its coastal area. These problems if not followed up will affect the sustainability and existence of coastal tourism. Based on this, the research aims to provide direction for the development of coastal tourism in Yogyakarta in realizing the sustainability of coastal areas in the form of development concepts, policies and management and regional financing. The research approach used in this study is quantitative and qualitative approaches. The qualitative approach in this study was carried out in mapping potential and problems and conditions that existed in the area in determining the direction of coastal tourism development in Yogyakarta through descriptive analysis methods. While the quantitative approach taken is in determining priority locations that will be developed as coastal tourism in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency by looking at its sustainability through scoring and weighting methods.

Keywords: Development, Potential, Tourism, Coastal

INTRODUCTION

The coastal area has the potential that consists of uniqueness and natural beauty that can be an attraction for tourist areas that can be developed and produce positive areas for improving coastal areas. Coastal tourism development itself basically focuses on landscapes, ecosystem characteristics, cultural art characteristics and community characteristics as the basic strength of each region. Reactions to tourism development can consist of degraded negative implications of the environment related to the development of resources for tourism, so that sustainable development and development of marine resources is needed that takes into account the needs of the current generation while maintaining the needs of future generations. The development of sustainable marine tourism can also have positive implications for Coastal Environmental sustainability.

Coastal areas in the Special Region of Yogyakarta in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency have several potential coastal tourism that can be developed. The coastal area is a leading area of economic development that has a fast growing economic potential. The potential of coastal tourism is a visual attraction for the Special Region of Yogyakarta which can have positive implications in economic development and support the functions of trade and services for the city.

The Special Region of Yogyakarta has several natural tourism potentials in the form of stretches of beach and sea such as Kukup beach, Baron beach, Sepanjang beach, Drini beach, Glagah beach, Congot beach, Depok beach, Parangtritis beach and many more. Besides that, the potential of coastal tourism in Yogyakarta is also supported by the existence of very abundant fisheries in the presence of developed ponds and Fish Auction Places which support trade activities for the community and surrounding fishermen. This can support the potential of fisheries in the coastal areas of the Special Region of Yogyakarta, abundant with the existence of developed ponds and fish auction places that support trade activities for the community and fishermen around. This can support the potential of fisheries in the coastal areas of Bantul, Kulon Progo and Gunung Kidul.

But in its development, various kinds of problems arise related to its coastal area. These problems if not followed up will affect the sustainability and existence of coastal tourism. Wahyudi (2009) said that in the past two decades, coastal erosion and abrasion has caused a decline in coastlines in various coastal areas that threaten the lives and livelihoods of coastal communities.

One of the causes of abrasion in the area is the loss of the green belt of the beach, especially the mangrove forests around it. This will have a direct impact on the loss of spawning places and fish maintenance. Besides that, the coastal tourism potential will also be disrupted because abrasion also causes sea level rise and raises rob in the surrounding area. Furthermore, this will have an indirect impact that can threaten the destruction of coastal areas where the marine ecosystem will be reduced so that it will affect the catch and income of the coastal communities of Bantul, Kulon Progo and Gunung Kidul who are active around them. If the problem is not immediately addressed, it will affect the sustainability coastal tourism, especially related to the loss of sustainability in the preservation of the coastal area, which is one of the main sources of income for coastal communities in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency.

Based on the problems and potential of the coastal areas of the Special Region of Yogyakarta, it is necessary to develop sustainable coastal areas with the development of tourism with the concept of sustainable coastal tourism. Therefore, in this study we will look at the issues of developing coastal tourism in the Special Region of Yogyakarta so that the development of coastal areas remains one of the natural tourism resources that can create sustainability in economic, environmental and social terms.

DETAILS EXPERIMENTAL

The Concept of Sustainable Coastal Tourism

The concept of sustainable coastal tourism is tourism that can meet the needs of tourists and tourist destinations in the present, while protecting and encouraging similar opportunities in the future. In the WTO (1980) sustainable tourism leads to the management of all resources in such a way that economic, social, aesthetic needs can be fulfilled while maintaining cultural integrity, biodiversity essential ecological processes and life support systems.

Regulation of the Minister of Culture and Tourism Number: Km. 67/Um.001/Mkp/2004 concerning General Guidelines for Tourism Development states that sustainable tourism development is development that is able to meet the needs of tourists and communities in the current destination areas while maintaining and increasing the opportunity to fulfill needs in the future. Sustainable tourism development is imaged as a

benchmark in regulating resources so that economic, social and aesthetic needs are achieved, while maintaining the cultural integrity of processes and biodiversity. Furthermore, sustainable tourism can be achieved if growth is in harmony between ecology, economy and social as well as related agencies.

Commonwealth Coastal Action Program (1997) states that sustainable coastal tourism is tourism development that pays attention to conservation areas and the resulting ecological community changes, including protection of wildlife and maintaining the quality of life in the environment for generations to be come. So the development of sustainable tourism is closely related to the friendliness of the surrounding environment.

Principles of Sustainable Coastal Tourism:

- The principle of balance
- Tourism management must be based on a commitment to a balance pattern between economic, socio-cultural and conservation development.
- Principles of Community Participation
- Involve the community in managing tourism businesses.
- Principles of Conservation

Having concern, responsibility and commitment to environmental preservation (nature and culture). Development must be carried out responsibly and follows ecological principles and is sensitive and respects the socio-cultural values and religious traditions of the local community.

Principle of Integration

Management considers the condition of the ecosystem and is synergized with the development of various sectors.

Principles of Law Enforcement

Tourism management must be developed in accordance with existing rules, and implemented with law enforcement and applicable regulations to ensure legal certainty in tourism management.

RESEARCH METHODS

The qualitative approach in this study was carried out in mapping the potential and problems and conditions of regional exclusion in determining the direction of coastal tourism development in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency through descriptive analysis methods. While the quantitative approach taken is in determining priority locations that will be developed as coastal tourism in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency by looking at its sustainability through scoring and weighting methods. The analysis used includes:

Selection Analysis of the Location of Development of Sustainable Coastal Tourism.

Contains selection of priority locations on coastal tourism in the analysis used, among others:

Analysis of Selection of the Location of Development of Sustainable Coastal Tourism. Contains selection of priority locations on coastal tourism in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency which are suitable to be developed as Sustainable Coastal Tourism.

Table 1. Coastal Tourism Sustainable Indicators

| INDICATOR | DESCRIPTION |
|--|--|
| <i>Sustainable Coastal Tourism (SCT)</i> | |
| 1. Conservation of the area that is able to protect and maintain coastal tourism ecosystems. | <ul style="list-style-type: none"> a. Manage fisheries and marine resources without damaging or endangering the ecosystem. b. Preserving mangrove forests as a green belt of coastal areas to prevent abrasion. c. Managing good quality and quantity of water that can maintain the number and type of aquatic biota. d. The involvement of the government, the private sector and the community in the management of coastal resources. |
| 2. Community empowerment of the economic contribution of coastal communities through the utilization of coastal tourism potential. | <ul style="list-style-type: none"> a. Develop and create jobs in line with coastal potential that is able to provide continuous income (not seasonal) b. Encouraging the development of trade businesses and supporting services for other coastal tourism activities c. Helping increase community knowledge and skills such as training to empower the community in utilizing coastal tourism d. Instill public awareness in preserving the coastal environment e. Develop local cultural attractions as a tourist attraction |
| 3. Increasing the number of visitors to the location of coastal tourism. | <ul style="list-style-type: none"> a. The panoramic beauty of the coast as an embryo of natural tourist attractions b. Economic facilities that support tourist attraction c. The physical condition of the beach that supports visitors' activities in traveling |
| 4. A strong and sustainable culture of local society as a visitor's attraction. | <ul style="list-style-type: none"> a. There is a typical life of fishermen. b. There is local culture that is carried out regularly as a visitor's attraction |

Analysis of Potential Mapping and Problems in the Location of Development of Sustainable Coastal Tourism. Contains the exploration of potential and problems related

to the development of Sustainable Coastal Tourism in selected locations by looking at factors physically and non-physically. Physical in the form of infrastructure supporting tourism development while non-physical in the form of institutions in tourism development.

Analysis of the Policy for Development of Sustainable Coastal Tourism. Contains the excavation of coastal tourism development policies in selected locations by looking at the Tourism Development Master Plan in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency. The things that will be examined are related to the physical and non-physical regulation policies of selected locations by looking at the indicators of success in developing sustainable coastal tourism.

Analysis of the Forms of Sustainable Coastal Tourism Development. Containing details of the policy analysis on the development of sustainable coastal tourism in selected locations and then given recommendations in the form of developing Sustainable Coastal Tourism in selected locations both physically and non-physically.

RESULT AND DISCUSSION

The selection of priority locations for the Sustainable Coastal Tourism development is carried out quantitatively through scoring at tourist locations in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency. Scoring is done by assessing tourist sites in Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency based on the indicators of the Sustainable Coastal Tourism and the potential and problems that exist in coastal tourism sites of the Special Region of Yogyakarta based on the indicators of the Sustainable Coastal Tourism and the potential and problems in coastal tourist sites of the Special Region of Yogyakarta. For more details, the results of location scoring can be seen in Table.II.

Based on the results of the scoring above, the priority location for the development of the selected Sustainable Coastal Tourism is Coastal Tourism Kukup and Congot.

Fig 1. Kukup Beach



Table 2. Scoring Tour Locaton Of Kukup Coastal And Congot Coastal

| No. | INDICATOR | LOCATIONS | |
|--------------------|--|---|---|
| | | Coastal Tourism Kukup | Coastal Tourism Congot |
| 1. | Environmental sector Regional conservation that is able to protect and conserve coastal ecosystems. | a. The absence of mangrove forests to protect the coast. | a. There are a lot of mangrove trees in the dike and the canals water |
| SCORE | | 1 | 2 |
| 2. | Economic sector Community empowerment of the economic contribution of coastal communities through the utilization of coastal tourism potential. | a. Community participation in the management of coastal tourism has not contributed a great deal. b. There is a Joint Business Group for Fishermen and Agriculture as a form of community empowerment. c. There are people who have traditional values / traditions of coastal communities. | a. There are no community participation in management. b. No society is more concerned about the development of the area. c. The existence of a fishing village. |
| SCORE | | 3 | 2 |
| No. | INDICATOR | LOCATIONS | |
| | | Coastal Tourism Kukup | Coastal Tourism Congot |
| 3. | Economic sector Increased number of visitors to the coastal tourist location | a. Have natural scenery with large rocks. b. There is a Giant Aquarium that contains various types of marine life. c. The existence of aquaculture areas that have the potential of marine fisheries and there are two fish auction places that are quite large. | a. There are pond and fish auction places aquaculture that provide economic contributions to the surrounding community b. A gentle coastal slope supports the presence of a boat dock. |
| SCORE | | 3 | 2 |
| 4. | Social sector A strong local culture and sustainable as a visitor attraction. | a. The existence of sea alms ceremony (nyadran) combined with other traditional cultures such as leather puppet performances, gamelan, and traditional dance. | a. There is no special culture in the tourist area. |
| SCORE | | 3 | 1 |
| TOTAL SCORE | | 10 | 7 |

The physical potential of Kukup Beach is in the form of a beautiful natural panorama with large rocks and the presence of a viewing post increasingly attracts tourists to come to visit. Tourists can also visit the Giant Aquarium which contains various types of marine life on Kukup Beach. In addition there are aquaculture areas that have the potential of marine fisheries and there are 2 large enough fish auction places to support the community's economy. The form of community empowerment on Kukup Beach is reflected in the presence of joint business group.

The problems found in the Kukup coast tourism area are poor facilities for accommodation and public facilities, such as lodging in the form of inns with simple buildings, only three and places of worship in the form of three prayer rooms.

The form of development of the Sustainable Coastal Tourism physically in the Kukup Coast Coastal Area is based on the potential and existing problems as follows:

Attractions

Natural scenery with beautiful large rocks

Pulau Karang is connected with a bridge

Sea Aquarium

Ornamental fish traders

Larangan and apostolic ceremonies

Amenity

Accommodation and general facilities are still lacking

Lodging place is a simple guesthouse

Parking lots for buses, cars and motorbikes are quite extensive Bathroom or toilet

Place of worship in the form of a prayer room

Sellers of souvenirs and handicrafts from shells

Accessibility

Good road conditions

Public transportation facilities are still difficult

Limited tourist pick up transportation

Motorcycle taxi transportation

Based on the potential and problems in Kukup Beach, then the SWOT analysis is as follows:

Strengths

Many various marine biota.

Having a beautiful natural panorama.

Support of the surrounding community.

Weakness

Means of Transportation to difficult objects.

Limited facilities and infrastructure.

Opportunities

There is an opportunity to become a rosary cultural tour in Kemandang village.

Beautiful natural conditions make it possible to attract tourists.

Threats

Lack of caring for tourists and the surrounding community about beach cleanliness.

Competition with tourist objects in other districts.

Fig 2. Congot Beach



Congot beach tourist area has physical potential in the form of a fishing village and fish auction places which can be the center of the community's economic activities and sloping beach conditions so that it can support the development of these activities. The existence of aquaculture areas and ship piers can also support the development of tourism activities in the Congot beach Area so that a tourist area that has diverse attractions can be created.

While the problems found in the Congot Coastal Coastal Area are not yet well-codified with visitors' needs such as the presence of good infrastructure and the absence of supporting public facilities that can support visitor tourism activities.

Based on the potential and problems of developing Congot beach, the physical development of Sustainable Coastal Tourism in the Congot Coast Coastal Area is as follows:

- Attractions
- Enjoy Sunrise, sunset
- Beach scenery
- As a location for photography, filmmaking
- New Year's Eve
- Fishing place
- Amenities
- Food stalls
- Garbage dump
- Public toilet
- Worship place
- Accessibility
- Road conditions are still good
- There are directions to get to Congot Beach
- Availability of parking spaces
- The presence of public transportation

Based on the potential and problems at Congot Beach, the SWOT analysis can be as follows:

Strengths

Congot beach has many tourist objects in it so tourists will not only get beach tourism Suitable facilities for tourists, such as spacious parking lots, bathrooms.

Location of tourist attractions that are still natural so that tourists will not be bored during the trip because they are treated to beautiful natural scenery.

Weakness

Lack of media promotion that shows the number of tourist objects on the beach so that the tourism potential on Congot beach is less exposed.

Lack of care in several public facilities such as bathrooms and tourist boats.

There is no shop that specifically sells merchandise/ souvenirs typical of the Congot beach.

Opportunities

Congot beach is a beach in Kulon Progo that has many types of fish.

Many business opportunities that can still be utilized by the surrounding community or outside entrepreneurs.

Threats

Other beaches that have more beautiful views.

Other attractions that are easier to reach with better travel routes.

CONCLUSIONS

Sustainable Coastal Tourism is a tourism development concept that can meet the needs of tourists or tourist destinations in the present, while supporting and supporting opportunities in the future by utilizing the potential of the Coastal region which has unique characteristics and diverse natural resources. The Special Region of Yogyakarta has a Coastal area with considerable tourism potential. Coastal Areas in the Special Region of Yogyakarta are in 3 Regencies namely Bantul Regency, Kulon Progo Regency and Gunung Kidul Regency.

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