

## ECOTOURISM DEVELOPMENT STRATEGY OF TANGGAMUS REGENCY, LAMPUNG PROVINCE (CASE STUDY: TELUK KILUAN)

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**Abstract.** This research was conducted to identify the potential of ecotourism in Tanggamus district in optimizing the role of tourism in the economy and community welfare, it is necessary to develop a sustainable tourism development based on an adequate understanding of the characteristics, conditions and constraints faced by tourism business actors. This development needs to be supported by appropriate financing and investment schemes. This research is qualitative research with a descriptive method with an inductive approach or solving existing problems and finding a complete understanding of the object being observed with research, as well as collecting data through direct observations made by researchers on 25-28 February 2022, interviews and documentation. In collecting qualitative data, the author conducted interviews with 20 informants using the snowball method consisting of the Head of the Tourism and Culture in Tanggamus Regency, Communities around tourist objects, tourists, managers, and micro small and medium enterprises (MSME) business actors. The development of tourist areas has not involved stakeholders outside the village, such as universities and the private sector. The absence of regulations on the management of ecotourism areas, the lack of budget allocations, the absence of a uniform cost system related to entrance tickets and profit sharing between the village and the manager, the opportunistic behavior of a small part of the community are institutional obstacles in the development of the ecotourism area. Based on the results of the study in this study, the proposed development of coastal ecotourism areas is sustainable tourism, which involves local governments, the private sector, academics, local communities, and the mass media.

**Keywords:** development strategy; ecotourism; local community empowerment; MSME actors; sustainable tourism.

### I. INTRODUCTION

Tanggamus Regency is one of the regencies in Lampung Province which has a variety of natural and cultural resources as a tourist attraction. One alternative for developing tourist destinations is a tourist attraction related to natural tourism. Tourists who have visited Lampung Province itself have fluctuated since the last five years (2017-2021). The number of tourists visiting Lampung and staying at hotels in 2017 was recorded at 437,782 people. In 2018 tourist visits rose 5% to 458,603 people. The increase in the number of tourists occurred again in 2019 by 24%, namely 599,891 and there was a decrease in tourists in 2020 caused by the pandemic factor, namely 100,965 people. However, in 2021 there was an increase in the number of tourists from the previous year of 20%, namely 121,997 [1].

There are so many natural attractions that have tourist attractions in Tanggamus Regency, including Teluk Kiluan and Way Lalaan Waterfall. Teluk Kiluan is included in the administrative area of Teluk Kiluan District and is only about 80 kilometers from Bandar Lampung. In general, the development of this tourist area is emphasized on planning the development of object facilities and tourist attractions that are included in the area itself. The plan to develop these facilities is to add and complete and improve facilities and infrastructure to support tourism activities, such as road improvement, construction of fishing docks as supporting facilities for water tourism.

The causes of the undeveloped tourist attraction in Tanggamus Regency are due to the following: (1) There are still many people who are not familiar with the tourist objects scattered in Tanggamus Regency. (2) Lack of information regarding the distribution of tourist objects in Tanggamus Regency. (3) Facilities and infrastructure as supporting facilities are inadequate. (4) Management of tourist objects that are still traditional. (5) Accessibility to tourist objects is still lacking, especially for tourist objects that are a bit far from the center of the road. (6) Criminal acts that often disturb tourists [2].

The potential of natural resources owned by Tanggamus Regency is divided into three routes which can be seen in Figure 1. In addition to tourism in the western route, the middle route as a basis for food security and in the eastern route as industrial development, there are several other natural resources that have the potential to be developed, including ; mining for gold, minerals such as granite and marble or marble. In addition, there are hot springs and geothermal sources that allow them to be developed into alternative electrical energy plants. One of the potentials that has an attraction is the tourism potential in Tanggamus Regency.

The tourism potential in Tanggamus Regency is very diverse, one of which is its natural tourism potential which can be used as an inventory to develop regional tourism in line with regional planning and development. However, the absence of information presentation in the form of mapping

tourism objects or tourism potential in Tanggamus Regency makes information about the distribution and location of natural tourism objects and natural tourism potentials not widely known to tourists, both domestic, local, and long distances and the absence of digital map presentations, which can assist in the delivery of information on natural tourism objects and natural tourism potential in Tanggamus Regency on the internet so that it is more effective, interesting, fast, and easy in delivering information to users and can have a good impact on tourism development in Tanggamus Regency in particular.

All of these interesting things are inversely proportional when viewed from community groups in Lampung which are close to tourism places, they are disappointed with the Provincial and Regency Governments who do not care about tourism potential, so that community groups in Lampung are now developing tourism businesses independently. Tourism development that is carried out is still limited to ceremonial which is marked by several festivals that lack promotion [3].

Poor infrastructure as stated in several articles regarding the condition of the road to Teluk Kiluan which requires a struggle with steep and rocky conditions, will reduce the value that tourists get. The status of elite and even prima donna tourism will disappear if it is not followed up. Actually, no one doubts that Teluk Kiluan is a prima donna and certainly has great potential in Tanggamus Regency. Teluk Kiluan has the potential to make it a world tourist destination, because according to Dananwahyu [2] Teluk Kiluan is the largest dolphin habitat in Asia, even the world. However, the unclear grand design model for the development of tourist destinations and the unmapped potential of ecotourism attractiveness in a comprehensive manner causes the development of the Teluk Kiluan area to seem sporadic and without direction. If you look at the topography of the area and the potential for tourist attractions in Teluk Kiluan, the model for developing tourist destinations using an ecotourism approach is one of the right steps to direct tourism development to be more focused, environmentally friendly and sustainable. The implementation of an ecotourism-based tourism development model has the ability to form a tourist destination that relies on natural beauty and biodiversity to be more optimal and sustainable at the same time.

Based on the description above, Tanggamus Regency needs development directions and designs, as well as appropriate strategies to respond to tourism challenges, especially in ecotourism development.

This study refers to various previous literatures to enrich perspectives and deepen the analysis. These previous studies cover major themes related to this research, namely integrated tourism; regional economy and welfare; empowerment; and finance and financing.

In terms of integrated tourism, regional economy and welfare, there is a phenomenon that the local community's good response to the tourism sector [4], is not balanced with empowerment which leads to local community welfare (Walpole and Goodwin [4]). The quality of human resources

that have not been qualified in forming tourist attractions is an obstacle in developing tourism in Tanggamus Regency [2]. Therefore, it is important to improve the quality of human resources through education reform and training of local resources (Puiu and Ovidiu [5]; Rosmiati [6]). Ideally, integrated tourism development can increase economic growth, alleviate poverty and reduce regional disparities (Ajala and Aliu [7]).

In terms of empowerment, it was found that the Regional Government Strategy through the development of tourism potential in Tanggamus Regency has been carried out and is included in the Regional Government Strategic Plan, but has not been maximized [6]. To overcome this, efforts are needed to improve the skills of local residents related to tourism through education reform, vocational or vocational training and digitalization from the business side (Ollivaud and Haxton [8]). Obstacles encountered in the field include limited quality of human resources, geographical conditions that require large costs in developing accessibility, spatial planning that does not support the development of facilities and incompatibility between policies of the central government and local governments in tourism development (Sugiarto and Mahagangga [9]). Another obstacle is the dominance of tourism economic access by large actors while it is difficult for the community to be involved as the main economic actors in tourism governance (Kodir [10]).

In terms of finance and financing, Diaz and Kien's research [11] identifies seven sources of financing that can be used in financing the tourism sector which include: (1) government budget allocations; (2) non-repayable funds, namely funds donated by intergovernmental organizations, government partners, companies and foundations; (3) loans provided by development banks (eg, Asian Development Bank) with very low interest rates; (4) grants or loans from SOEs; (5) capital from local private individuals or companies; (6) investment from international venture capitalists; and (7) loans from commercial banks.

While Diaz and Kien [11] only emphasize the source, distinguishes the source of financing based on the purpose (internal and external to the company), method or method of distribution (formal and informal) and duration of financing (short to medium term and long term). This emphasis is based on the argument that tourism is a capital-intensive industry that requires infrastructure and superstructure on a large scale, especially in developing countries.

The various sources of financing cannot be separated from the need for a balance between the parties involved. Latuconsina [12], in his research found that the public or government, private and community sectors must run in an integrated manner in tourism financing, which is in line with the findings of Widaningrum and Damanik [13] and Kodir [10]. Increased cooperation and coordination of relevant stakeholders in tourism financing is urgently needed, one of which is through public-private financing (PPP) which is formulated in six tourism financing strategies.

The study on PPP was also discussed by Lu [14] in terms of financing infrastructure development that can

bridge the gap between needs and availability. Such development requires stable long-term financing, with quantifiable financing flows and a diversified investor portfolio like PPPs. Lu [14] conducted interviews with experts identified through factor analysis of 5 variables, namely the effectiveness of the issuance of Asset-Backed Security (ABS), clarity of guidelines and rules, concession arrangements, capital market support and asset quality.

In contrast to this study, PlzÁková [15] argues that the interaction between financing sources is not partial, it is in fact closely related in seeing the significant impact of investment from public financing sources on tourism performance. This research was conducted using several methods such as descriptive statistics, time series analysis, index analysis, correlation analysis and Counterfactual Impact Evaluation (CIE) analysis. The result is that there is a leverage effect or multiplier effect that comes from public financing. In other words, the public financing enters and becomes part of the financing in the private or corporate sector.

At the practical level, business actors face challenges to sources and access to financing in running their businesses (Damanik [13]; Vujovic [16] and Hironimus [17]). There are many factors that influence the performance of business actors, especially MSMEs in the tourism sector, in terms of capital structure and financial performance (Pacheco and Tavares [18]; Onyiego [19] and Nunkoo [20]). In addition, it is also related to entrepreneurial characteristics, business characteristics and tourism factors (Mshenga [21]; Loan [22]; Tamene and Wondirad [23]). Other sources of financing should be utilized by MSME actors. Business actors cannot rely solely on income from tourists because it is insufficient (Goodwin [4]; Mayer and Vogt [24]), moreover there is also an imbalance of potential income for local communities. [4]

Regarding the factors that affect operating income, there are several previous studies that are referred to. examined the effect of business actor profiles (education level, gender, age) and business characteristics (type of business, length of business, financing) on increasing micro business income. Furthermore, regarding the characteristics and conditions of the business, found the effect of the number of workers on the income of business actors. ste that the location and length of business have a positive and significant impact on business growth in the tourism sector. A similar study examining the effect of capital, length of business and location on the income of business actors. that there was a direct influence of financial inclusion or MSME financial access on business performance.

Furthermore, from these previous studies, it was found that several studies on the tourism sector were carried out using qualitative descriptive methods (Puiu and Ovidiu [5]; Ollivaud and Haxton [8]; Vujovic [16]; Tamene and Wondirad [23]; Ajala and Aliu [7]; Mayer and Vogt [24]). Another study used descriptive quantitative/statistical methods (Latuconsina [12] and PlzÁková [15]). Furthermore, other studies using multiple regression analysis methods such as Mshenga [21]. Another study, Hareen and Widodo

[26] used the AHP method to select tourism development policies.

Based on the explanation of the various research results, it can be concluded that there has been no comprehensive study of ecotourism development strategies in Tanggamus Regency. The complexity of the tourism sector requires a comprehensive study, both from a microeconomic perspective by analyzing the financing problems faced by business actors, as well as from a macroeconomic perspective by measuring their impact on the economy and community welfare. Thus, this research takes a different gap, namely formulating appropriate financing and investment strategies for integrated, sustainable and inclusive tourism development and its managerial implications.

## II. RESEARCH METHODS

This research is a qualitative research [27] with a descriptive method with an inductive approach or solving existing problems and finding a complete understanding of the object being observed with research [28], as well as collecting data through direct observations made by researchers on 25-28 February 2022, interviews and documentation. . In collecting qualitative data, the authors conducted interviews with 20 informants using the snowball method consisting of the Head of the Department of Tourism and Culture, the community around the tourist attraction, tourists, managers, and MSME business actors.

## III. RESULTS AND DISCUSSION

Based on identification and field observations, there are 3 tourism destinations in Tanggamus Regency managed by the Tanggamus Regency Government, namely Way Lalaan Waterfall, Teluk Kiluan, and Muara Indah Tourism Park. From the data available at the Tanggamus Regency Government, there are 40 marine tourism destinations, 22 natural destinations, 5 artificial natural tourist destinations, 35 natural water tourism destinations, 5 cultural tourism destinations, 14 ancient sites tourist destinations, 4 agro tourism destinations and 8 tourist villages. Nature tourism as a dominant tourist destination is due to the mountainous landscape and topography of Tanggamus Regency, mountains, river flows, forest vegetation cover and a long coastline.

The natural landscape of the Tanggamus Regency which is undulating to mountainous and the area around Semaka Bay invites its own charm of beauty. Tourist objects that are quite interesting in Tanggamus Regency include Kiluan beach marine tourism, other tourism objects are the Bukit Barisan Selatan National Park. Natural tourism objects in Tanggamus Regency are almost scattered in every sub-district in Tanggamus Regency, namely: Pematang Sawa District, Semaka District, Bandar Negeri Semuong District, Wonosobo District, Pulau Panggung District, Ulu Belu District, Central City District, West Kota Agung District. , Kota Agung Timur District, Sumberejo District, Gunung

Alip District, Cukuh Balak District, Teluk Kiluan District, and Limau District.

Thus, the natural tourism object map in Tanggamus Regency produces a map in the form of: (1) Map of the Distribution of Natural Tourism Objects in Tanggamus Regency, Lampung Province in 2012.

The governance of tourism institutions in Teluk Kiluan is carried out by the Regency government by issuing the Tanggamus Regency Regional Regulation Number 16 of 2011 concerning the 2011-2031 Regional Spatial Planning of Tanggamus Regency. Article 32 paragraph 2 explicitly states that Teluk Kiluan District is an area designated for natural coastal tourism in addition to the Districts of Kota Agung, East Agung City, West Agung City, Cukuh Balak, Limau and Pematang Sawa.

Based on the results of the study, so far not much has been done by the Tanggamus Regency Government to follow up on this Perda. The Tourism Office as a Regional Government Organization (OPD) also does not have a strategic plan to develop an ecotourism area in Teluk Kiluan. According to the Head of the Regional Development Planning, Research and Development Agency (Bappelitbangda), tourism development efforts in Tanggamus Regency cannot be carried out simultaneously for all destinations due to budget constraints. Therefore, the Regional Government uses a priority scale, and one of the priorities for tourism development is the Teluk Kiluan Ecotourism Area.

“Development of the Kiluan area requires substantial funds. Therefore, other ecotourism areas have to wait for the local government to see.” This statement from the Head of Bappelitbangda further strengthens the initial assumption that tourism has not yet developed in Tanggamus Regency, one of which is caused by the weak management of the Regional Government in handling tourist objects. The Tanggamus Regional Government has not explored sources of funding from external parties and has only relied on the regional budget for the development of existing tourist areas in the region.

The development of the Teluk Kiluan ecotourism area does not have to wait for the budget if the Regional Government opens communication with stakeholders related to the tourism business. Opportunities to develop ecotourism areas can be done in collaboration with universities and private parties. However, this has not been realized and has not been institutionalized. Several activities carried out by university lecturers in Lampung Province in several ecotourism areas, especially Teluk Kiluan, are also still partial and on a small scale.

Based on the results of the study, it is known that the management of coastal tourism areas in Tanggamus Regency is carried out by the community through the Tourism Awareness Group (Pokdarwis) formed by each village. Through this group, the Village Government manages tourist areas using very simple tourism management. They assigned the community to guard the entrance and withdraw tickets, give permission to trade, and manage funds from tourist areas for Pokdarwis and Village

purposes. This was also conveyed by the Head of the Tanggamus Tourism Office that “most of the management of the tourist area is carried out by the local community. Therefore, the Government has not targeted the revenue from these various tourist objects.”

The institutional governance of the tourism industry places more emphasis on creating the rules of the game in the industry. That is, the Government as a regulator makes rules that are widely followed and obeyed by all parties involved in the tourism industry. In the context of the development of the Teluk Kiluan ecotourism area, the local government should make policies that regulate the management of tourist areas so that asymmetric information does not occur. The management of tourist areas by the Village through Pokdarwis at this time has no problems. However, along with regional development, increasing tourist visits, and increasing community needs, this will have the potential for mutual claims in the community, both between the Village government and the community, between Pokdarwis and the community, or even between the Regional Government and the community.

Therefore, it is time for the Tanggamus Regency Regional Government to make a Regional Regulation so that the management of the tourist area becomes better and professional. So far, the results of the study show that there are no rules that explicitly regulate the management of coastal areas as tourist attractions except for the rules made by the village.

Referring to the opinion of Luo and Junkunc [29] regarding institutional barriers, there are several obstacles to the development of ecotourism areas, namely:

1. There are no rules and regulations governing the management of ecotourism areas.
2. Local government policies that prioritize the Teluk Kiluan ecotourism area too much and leave other ecotourism areas.
3. There is no uniform fee system related to entrance tickets, and profit sharing between the Village and the ecotourism area manager.
4. Attitudes and behavior of a small number of community members who are opportunistic by taking advantage of the presence of visitors at tourist sites as objects of extortion on the grounds of parking fees, security fees, and other costs.

The obstacles in developing the ecotourism area of Tanggamus Regency have similarities with the results of research by Tapatfeto, et al on the development of the Oetune Beach Tourism Object [30] In his research, Tapatfeto stated several obstacles, namely as follows: 1) Lack of community participation in the tourism sector; 2) Lack of district government development priorities for the tourism sector; 3) Lack of quantity and specialization of human resources in the relevant Dinas; 4) Lack of cooperation with investors; 5) There is no attractive promotion system yet; 6) Limited working facilities and infrastructure at related offices and tourist objects; and 7) Limitations and lack of maintenance of tourist attraction supporting facilities.

Based on the results of the research, there are at least 5 (five) parties who have been directly involved in the development of a beach-based ecotourism area in Teluk Kiluan in particular, namely the Regency Government and its staff to the Village, Village Communities, Universities, Social Media for visitors, and the private sector. In this case it is a travel agency. Although it is still not optimal, each party has carried out activities at tourist sites in Tanggamus Regency. The phenomenon that has occurred so far is that each party works independently and is not coordinated. The Tanggamus Regency Government, although it already has a priority program for tourism area development, has not been able to run the program optimally due to limited funds. So far, the local government has tried to promote tourist destinations in Teluk Kiluan, especially Teluk Kiluan, but has not shown significant results. Once again, budget constraints are an obstacle for the Government to develop tourist destinations in Tanggamus Regency.

Several activities have been carried out by the government, although these activities have spent quite a large amount of money, their impact on changes in community behavior, regional economic growth, and tourism development has not been significant. The community is still not able to produce superior products that can be used as souvenirs for visitors. This is not only due to mental attitude and low community participation, it is also caused by the lack of government movement in providing assistance and training for the community in producing special products or preparations (Devy & Soemanto [25]).

Private parties that have been involved in the development of ecotourism areas are travel agencies. Since 2010 there have been several travel agencies in Bandar Lampung that offer tour packages to Teluk Kiluan and its surroundings. However, since 2018 visits to Teluk Kiluan have decreased due to natural disasters that have hit Teluk Kiluan in recent years, such as rop floods, floods, flash floods, and landslides. As a result of this natural disaster, the condition of the road infrastructure that previously could still be passed by four-wheeled vehicles became heavily damaged and dangerous to pass.

One of the positive impacts of the development of tourist areas is the socio-cultural impact in the form of the formation of various organizations in the tourism sector such as Pokdarwis (Devy & Soemanto [25]). The community through Pokdarwis seeks to develop ecotourism areas according to their own vision. Some of the activities carried out by the community include:

1. Prepare admission tickets.
2. Cleaning tourist sites.
3. Manage parking, and
4. Make a signpost.

Community involvement in the development of tourist areas is very important. Without the direct participation and involvement of local communities in tourism development activities in an area in which there are potential resources to be developed, it will be quite difficult for these tourism objects to develop (Devy & Soemanto [25]).

In the case that occurred in Teluk Kiluan, the positive efforts of Pokdarwis have not been supported by the behavior of a small number of people who do not care about their environment. Garbage scattered along the road to the location and the condition of the slum houses make the interest of tourists to return to visit disappear. In the context of marketing, this is explained by the term "repeation" which results in a "not recommended" tourist area. For the case of ecotourism in Tanggamus Regency, there are several indicators that cause this tourist area not to be recommended, namely:

1. The tourism products that are presented are not as promised, only relying on natural tourism.
2. The costs to be incurred are large and uncertain.
3. Some people do not welcome immigrants.
4. Locations that are difficult to reach and dangerous.

Although there are several obstacles in managing the Teluk Kiluan ecotourism area, the public who have not had the chance to visit already believe in various publications on social media such as Facebook, Instagram, and personal blogs uploaded by several tourists who have visited Teluk Kiluan. They usually display photos or videos about the natural beauty of Teluk Kiluan. This is certainly a free promotion for the development of the Teluk Kiluan ecotourism area. That is, the media that plays a large role in the development of ecotourism areas is social media with various positive impressions (positive word of mouth) that can arouse the curiosity of those who have not visited.

Seeing this pattern of undirected ecotourism area development, it would be better if the Tanggamus Regional Government began to develop an ecotourism area that carries the mission of sustainable tourism which is characterized by 4 (four) characteristics, namely 1) Enhancing the well-being of communities, 2) Supporting the protection of the natural and cultural environment, 3) Recognizing product quality and tourist satisfaction, and 4) Applying adaptive management and monitoring [31]. In the concept of sustainability tourism, it is expressly stated that tourism development activities should support and ensure that the economic and socio-cultural activities of the people in tourist locations will be better. No less important is the need for the involvement of local stakeholders in planning the development of tourist areas [31]

Departing from this thought, it is time for the Tanggamus Regency Government to collaborate with universities, the business community, and the community in tourist locations to jointly advance the tourist area in Teluk Kiluan. The absence of funds as disclosed by the Regency Government is the result of development activities carried out alone and not collaborating with other parties who are also interested in the development of tourist areas. Therefore, all parties must be involved, work together and synergize so that there is an acceleration in the development of ecotourism areas. The community must be actively involved and no longer as an object but as a partner. Each party must be responsible for promoting tourism areas and share responsibilities in handling tourism products.

Local governments are responsible for making policies and rules of the game, providing a vision for developing tourist areas, conducting empowerment programs, facilitating permits for tourism area development activities, and preparing infrastructure for tourism areas. Universities are responsible for empowering and assisting the community, conducting studies regarding culture and local wisdom. The private sector is responsible for promoting tourist attractions, empowering and assisting the community at tourist sites, and providing the best service for tourists. Meanwhile, the community is responsible for maintaining the environment of the tourist area so that it remains beautiful, original, and clean, providing and providing the best service for visitors. Finally, this synergistic collaboration will result in acceleration if it is published through internet media by visitors.

#### IV. CONCLUSION

Based on the results of research on ecotourism development in Tanggamus district, it can be concluded that the development of this tourist attraction has not run optimally because there are still several main obstacles in the tourism industry institutions which include (1) the absence of rules and regulations regarding the management of ecotourism areas, (2) policies The local government has prioritized the Teluk Kiluan ecotourism area and left other ecotourism areas, (3) the absence of a uniform fee system related to entrance tickets, and profit sharing between the village and the ecotourism area manager, and (4) the attitudes and behavior of a small number of community members opportunists by taking advantage of the presence of visitors at tourist sites as objects of extortion on the grounds of parking fees, security fees, and other costs.

Most of the businesses located in Tanggamus Regency are micro-scale managed by individuals and are engaged in the accommodation sector, namely the food-beverage provider business. Various obstacles faced by business actors include technical constraints such as limited public facilities; economic constraints such as limited buyers and purchasing power; social constraints such as the role of associations/organizations has not been optimal; and environmental constraints related to environmental and waste management.

Tourism business actors in Tanggamus Regency generally have a fairly good financial performance. This can be seen from the income analysis which shows positive income in all types of businesses and financial ratios which show positive indicators in the current ratio and liquidity ratio. Nevertheless, it is necessary to increase the efficiency of current asset management so that the resulting financial performance is more optimal.

Tourism development in Tanggamus Regency is carried out by prioritizing integration to further strive for sustainability and inclusion. The main approach (driver) of this development is through policies, which are directed to carry out two main strategies in the form of increasing the competence and quality of human resources, as well as

increasing connectivity, both physically and business systems between tourist destinations. The financing and investment strategy for sustainable and inclusive integrated tourism development in Tanggamus Regency is sourced from government collaboration, while still opening up opportunities for the private sector to participate through PPP schemes, and financial institutions in the form of banking and non-banking.

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