
THE DEVELOPMENT OF MARITIME TOURISM AS AN EFFORT TO IMPROVE THE WELFARE

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Abstract: West Java Province has many tourism potencies, consisted of nature, history or culture. In its development, tourism in West Java has not delivered a strategic solution to problematic among the people. Referring to the Legislation of Tourism No.10/2009, one of the principles on tourism establishment is to provide benefit on people's wealthy and to empower local people. In this study, the locus of Karang Paranje has been chosen by the consideration that Karang Paranje is a potential area to become a tourist destination in coastal and marine for tourists to enjoy nature. Nevertheless, the potencies could not give optimum benefit to people. In aiming the goal, a proper administration is needed, such like building tourism awareness among people about coastal tourism potencies, and the needs of people empowering, building independence that will affect in increasing people's income. These potencies could be explored as an agenda by Government of Garut Regency to follow up, not to stop at study identifying tourism potencies, but to implement that to be saleable tourism product. The method conducted in this study was exploration qualitative whilst the data gathering used some techniques: observation, questionnaire and in-depth interview, followed by the socialization of the design of tourism development potencies. This study involved some parties such as Government, private sectors (industry), associations, people, and fishermen, so tourism as the leading sector could give a multiplier effect in the community.

Keywords: Tourism potencies identifications, Empowering, Welfare escalating, Marine tourism

INTRODUCTION

West Java Province many tourism potencies in nature, history and culture. These potencies have not been maximally developed yet. It can be showed from the implementation, that tourism in West Java still cannot give a strategic solution for some problems in public. Whilst referring to Legislation of Tourism No.10 / 2009 that one of the principles of tourism arrangement is to provide benefit for people's wealthy and to empower the local people.

Karang Paranje at the east of Pameungpeuk, Garut Regency, West Java, located about 8 km toward Sancang, is now has not been declared as a tourism area. Based on its potencies, Karang Paranje has a chance in beach nature to increase the income of local people. The nature potencies also can be treated as an effort to nature preservation, so in the future, this development design would be matched with the principle of tourism sustainable development.

Attraction in Karang Paranje has some productivity potencies and could be expected to play an important role in conservation and in supporting

economic development through the increase of foreign exchange, employment, income and the wealth of local people in Garut. Karang Paranje beach has brown sand, like other beaches in Garut that dominated by rocks. In one of the clusters of rocks, there was a gazebo built for the visitors for sightseeing purpose. This beach also as a mouth of a river that pooled like a lake. The location of this beach is at Karyasari Village, Cibalong District, and straight facing the Indian Ocean. This beautiful nature inspired the local community (*Kompepar/ Kelompok Penggerak Pariwisata*) intended to develop water bike attraction in this location. Many tourists and local people come for fishing or water bike in this location.

There are some constraints to develop this destination, especially in the aspects of attractions, accessibilities and amenities. In term of attraction, there is only one attraction, which is sightseeing to enjoy the beauty of nature (sea) and water bike area. For accessibilities, the main access is a small street whilst there is no internal path yet. As for the amenities, there is no signage to reach the location,

nor ticket booth and parking area. In existing condition, it seems that the tourism potency in Karang Paranje could not give the optimum value of benefits for the local people yet. To gain that optimum benefits, good governance is needed, such as to develop and socialize the concept of *Sapta Pesona* (seven ideals conditions that every destination should have, those are safe, orderly, clean, cool, beautiful, friendly and memorable) and *Sadar Wisata* (participation and support from local community in encouraging the development of tourism in an area) to the local people, and provide understanding of the coastal potencies, community empowerment and independence that would impact the income. These issues become homework for the government of Garut Regency to transform those potencies into a sellable tourism product. From this phenomenon, the authors identify two issues as (1) how is the existing condition of tourism in Karang Paranje; (2) How are the potencies of tourism development in Karang Paranje that can increase the wealth of the local people.

In studying the problems, the authors use some theories as for the foundation of analysis, namely theories related to the research scope. As the basic understanding about tourism, Pendit (2006, p. 21) said that everything that attractive and valuable to visit and enjoy is called attraction or tourism object. Attraction or tourism object come up in natural. A tourism area except accommodation will be named as Tourist Destination, as long as it has an alluring attraction. These attractions could be; the panorama of natural beauty such as mountain, valley, waterfall, lake, beach, and so on. Referring to The Legislation of Indonesian Republic No.10/ 2009, Tourism Attraction explained as everything that has uniqueness and diversity of nature, culture and manmade that valuable to be visited by tourists.

In tourism activities, attraction should be coordinated in a bundle of alluring attraction. Various attractions are presented in an integrated way with a background of the natural beauty and local culture as a living heritage. The development of coastal village should pay more attention on the condition of social, economy, culture and environment. The handling of the coastal area and the sea includes the aspect of integrated institutions and community, so the local resources can produce featured products in local tourism development.

According to Yoeti (2008, p. 16), there are 3 components shapes the product of tourism industry: (1) Accessibilities of the destinations. Included in this group are a highway, telecommunications, transportations, electric and water supply; basically, everything in infrastructure that eases the tourists to come visiting a tourism destination. Without this infrastructure, tourism may not be able to be developed as an industry. (2) Facilities of the

destinations. All kind of facilities that provide services for tourists in order to meet their needs during their stay in the tourism destination like hotels, motels, restaurants and shopping centers. These businesses will provide the service during the tourists' visit. (3) Attraction of destinations. All the objects and attractions that available as a magnet for tourists to come, included natural resources, cultural resources, theme parks, sports activities and events.

The potencies of tourism development are related with environment and resources. Fandeli (1995, p. 48-49) said that tourism resources are a static physical environment like; forest, water, land, wildlife, playing grounds, etc. Tourism resources can be found in islands and seas that have potencies to be developed for tourism activities. Tourism objects can be developed to gain profit in order to increase social economy aspects.

As for the legal basis and policy related to the development of diversity tourism (maritime tourism, forest and plantation are: (1) Local Regulations of West Java Province No.8 / 2008 regarding Implementation of Tourism; (2) The Regulations of West Java Governor No.4 / 2008 regarding The Master Plan of Regional Tourism Development (RIPPDA). The pattern of economic development is tightly related to the pattern of population, the change of the available natural resources and the source of the work (job). The component of the social economy that considered as the indicator will not escape from the pattern of development network.

The tourism sector has a wide scope of activities so that in tourism, the poverty reduction can be optimized by enlarging the multiplier effects in job opportunities, business opportunities, and the distribution of income (Damanik, et al., 2005, p.18). Community empowerment is a concept of economic development that includes social values. This concept reflected the new paradigm of development, with the character of "people-centered, participatory, empowering and sustainable" (Chambers, 2014). This concept is wider than only to meet the basic needs or to provide the mechanism to avoid the further poverty (safety net), that this thought is developed as efforts to find alternatives for development concepts in the past. This concept is developed by the experts and practitioners to find out of what Friedmann (1992) called as an alternative development of the wills "Inclusive democracy, appropriate economic growth, gender equality and intergenerational equity" (Friedmann in Kartasasmita, 1996).

The effort of community empowerment could be seen from three sides (Sumodiningrat, 1999), that are; First, to create an atmosphere that allows the community's potencies to develop (enabling). From here, the starting point is the acknowledgment that

everybody, every community, has potencies to develop. There is no community without any sources, otherwise, they would have vanished already. Empowerment is an effort to develop that source, by encourage, motivate and raise awareness of their potencies and effort to enhance it. Second, to strengthen the potencies or sources of the community (empowering). In order to gain this, positive steps are needed, further than just create an atmosphere. This strengthening covered some real steps and considering various input and opening some accesses to various opportunities that could empower the community. The empowerment not only to strengthen individuals in society but also the institutions. Instilling modern cultural values like hardworking, efficient, open mind and responsibility are the main parts of this effort of empowerment. As well as the renewal of social institution and its integration to development activities and the people's contribution in it. The most important one is the increasing of people participation in the process of decision making related to them self and society. Therefore, community empowerment is tightly related to stabilization, familiarization, the experience of democracy. Third, Empowerment also means to protect. In the process of empowerment, it has to be to avoid the weak to become weaker, because they do not have power to become the strong one. To protect had to be seen as an effort to prevent unfair competition and exploitation of the strong over the weak. Community empowerment is not to make people become dependent on various subsidies program (charity) since basically everything they enjoyed should be gathered by their own effort. Therefore, the goal is to become an independent community and build the power to enhance a better and sustainable life.

METHOD

The method used in this study is an Analytical-Descriptive Approach that identifies the existing condition and the potencies of tourism development in Karang Paranje coastal, then analyzes it base on relevant theories with the context in problem identification. This method has been chosen by the authors due the relevancy with the study that has a character of explorative and mapping while considering the non-exact qualitative elements. This study gathered the data from observation, questionnaires and interviews, followed up by the socialization of potency identification draft. This study involved some elements like government, business (industry), association, society, fishermen, and farmer group, so the result is an integrated form that could show a multiplier effect in the cross-sector where tourism played a role as the leading sector.

Some findings described through qualitative data of analysis, in accordance with the research type, whilst the exposure and explanation of the data from various information like feedback from the society had been processed and analyzed as the social and economy condition of local society as the data verification. The data collecting had been done by some techniques: (1) In-depth interview with the government, tourism experts, tour operator, tourists, industries that related and concerned with the development of Karang Paranje tourism; (2) Observation and field survey in order to observe and explore the Karang Paranje area, in term of natural tourism attraction, amenities and accessibilities, market (tourists) and on society involvement in tourism. This method is a method of observation and systematic recording on the phenomenon of the research object (Hadi in Andi, 2011). The literature study was run on secondary data, covering literature reviews and research journal. Whilst questionnaires used to gather data about social, cultural, and economic impacts in society.

RESULTS AND DISCUSSION

Tourism existing condition in Karang Paranje Garut

Tourism includes various elements like hotel building, tourism objects, infrastructure, and many kinds of activities surround hotels, tourism villages, beaches, restaurants, streets, and so on. All these facilities and activities created changes in some location. The main component of tourism is the tourist that influenced the social economy aspect of tourist destination, in term of society's life.

In Cibalong Region, the tourism object is Karang Paranje beach located in Karyasari Village, and Cijeruk Indah beach located in Sagara Village. The tourism industry, compared to other industries, considered as a low capital investment. The main tourism product is service (intangibles), cool air, beautiful nature, historical places, that seems potentially limited on promotion and selling efforts. The natural resources in Karang Paranje become the focus of Regional Government to develop sellable well-packaged tourism. The Regional Government not only reveals the potency and resources, but they also have to realize that all those potencies would become products only if they are managed well. For time being, there are still a few of tourist destination in Karang Paranje, while there are lots of unmanaged attraction's potencies.

Cibalong is one of 42 districts in Garut Region, located in South Garut. In Cibalong District, there are 11 Villages, namely: (1) Mekarsari (2) Karyasari (3) Karyamukti (4) Sagara (5) Maroko (6) Sancang (7) Simpang (8) Cigaronggong (9) Mekarmukti (10) Mekarwangi (11) Najaten. The boundaries are: Indonesian Ocean (South), Pameungpeuk District

(West), Cisompet (North), Tasikmalaya Region (East).

Table 1. Geographical Information

No	Item	Measurement
1.	Size	24,056.05 Ha
2.	Height above the sea level	0-500 m
3.	Temperature	25°C - 32°C
4.	Average Precipitation	2000 - 2500 mm/year

Table 2. The Topography of Cibalong District

No	Item	Size & percentage
1	Type of Land	
a.	Flat ground	6,014.5 Ha (25 %)
b.	Steep and Hilly ground	18,042 Ha (75 %)
2	Size of Land Using	
a.	Farm land	6,014.5 Ha
b.	Half technical farm	902,175 Ha (25 %)
c.	Rural irrigation farm	1,804.35 Ha (20 %)
d.	Rainfed	3,007.25 Ha (50 %)
e.	Pool	300.75 Ha (5%)
f.	Dry Land	18,024 Ha
g.	Field	1,398.50 Ha
h.	Moor	2,097.74 Ha
i.	Grazing	3,496.23 Ha
j.	Forest	69.92 Ha
k.	Others	5,524 Ha

Table 3. Distance from District

No	To	Distance
a.	Nearest Village	0.01 km
b.	Most far Village	40 km
c.	Capital of Garut Regency	101 km
d.	Capital of West Java Province	164 km

Table 4. Demographic of Cibalong District (per April 2018)

No	Item	Quantity
Gender		
1	Male	23,440 persons
2	Female	23,135 persons
Livelihood		
1	Farming	14,343 persons
2	Mining	234 persons
3	Construction	531 persons
4	Trading	1,712 persons
5	Processing Industry	298 persons
6	Transportation	688 persons
7	Finance	20 persons
8	Services	1,071 persons

Table 5. Industrial

Activities	Business type	Quantity (business unit)
1. Manufacture	Tofu/Tempe	4
2. Good and Services	Wood Crafts / furniture	289
Total		293
3. Goods	Home Industry (food/snack)	364

Activities	Business type	Quantity (business unit)
	Handy craft made from metal/precious metal	7
	Woven home industry	57
	Handy craft made from fabric	61
	Brick	11
	Tile	1
Total		501

Nature reservation in Karang Paranje has not been managed properly. Including the branding of Tourism Village that has not been confirmed by the Regional Government. Eventhough there is *Kompepar (Kelompok Penggerak Pariwisata)* or tourism movement group that was built in 1997, followed by the inaugural by Tourism Board in 2003. The programs are to implement *Sapta Pesona*, environmentally friendly by an integrated team. Tourism is an effective tool to create an integrated local society and culture. This attitude is could be the basis to build a Tourism Village. The development of tourism sector could be a trigger to increase other small industries to produce goods and service of tourism such as home industry, restaurant, non-starred hotel, travel bureau, cultural attraction, and so forth.

Tourism destination is a geographical area in one or more administrative area which consisting some elements; tourism attraction, tourism facilities, accessibilities, society, and tourists that integrated and completed each other in tourism activities. The undeveloped attractions are potential resources and could not be considered as tourism attraction yet until it is developed. The tourism object and attraction are the basis for tourism. Without that, it is difficult to develop.

Tourism attraction considered the same with tourism object, but according to Indonesian Government's legislation of 2009, the word of "tourism object" is no longer relevant to represent a tourism destination, thus the terminology used is Tourism Attraction. As a tourism destination, Karang Paranje Beach in Cibalong equipped with some facilities like public toilets, small restaurants and eateries along the way to the beach location, a small mosque, parking area, Inn, and gazebo on the cliff. Even some facilities already existed, but the conditions are not good due to lack of maintenance. The tourism attraction especially maritime in Karang Paranje gave a positive impact by creating work opportunities, increasing people's revenue (economic impact). While in the social aspect, it shifted people's attitude from local wisdom that thick of culture to the culture that adapted from the tourists. The qualified tourism concept means that the tourism attraction, facilities, and services offered were oriented to the effort to preserve the tourism resources. Tourists respected the local people and their environment. The implementation of this qualified tourism concept would be more

effective if it is directed to reach a certain market segment like MICE (Meeting, incentive, conference, exhibition) market, cultural tourism, until maritime tourism.

Karang Paranje has a potential natural resource and attraction for tourists, whether in original condition or after the cultivation business, seen from the wildlife, the uniqueness of the ecosystem namely coastal ecosystem and forest ecosystem as the environment. While handy craft could be taken as social and cultural tourism attraction. From the aspect of water tourism, the condition of rocky beach needs to get a further study about the condition of underwater condition. Diving tourism could be done in a certain deep, by building a pier so that boats can be docked and wait for tourists to do snorkeling or diving. Around the pier, a water sport area can be built where the tourists can do some activities like banana boat, jet ski, parasailing, and others. The observation showed that the activities can be done there are fishing, canoeing, sightseeing from the beach, photography, beach recreation, sunbathing, camping, and plants researching.

Planning and organizing of tourism attraction on nature, social, and culture should be based on the policy of national or regional development plan, and if both policies are not ready yet, the planner team of tourism attraction development has to assume the policy draft suitable with the Karang Paranje. A tourism attraction can attract tourists only if it meets some conditions of development, namely what to see including nature sightseeing around Karang Paranje; What to do, there should facilities to comfort the tourists to lengthen their stay in Karang Paranje; What to buy, there should facilities available for shopping, especially souvenirs and handy crafts as tokens for tourists to bring home; How to get there, including accessibilities to Karang Paranje like vehicle and travel time to the tourism destination. Karang Paranje's location is quite easy to find. From Garut downtown will be far enough, but with the good asphalted road, then the travel becomes easier and comfortable. Along the way also found a direction board; Where to stay, how to accommodate the tourists.

Base on the observation data, Karang Paranje already have a natural attraction, but lack in the accessibilities. It was also found there, a special item for instance Pandan Plant, especially Biduri Pandan. This special variant of Pandan plant could be the material for woven attraction, as a cultural heritage.

The development of tourism should be planned by referring to the potencies of the object's attractions while considering some aspects: (1) Financial feasibility. A Feasibility study included commercial calculation and the development of the tourism object. The forecast for profit and loss should be estimated from the beginning. How long the time needed for break-even point also has to be

calculated; (2) Regional Social Economy Feasibility. This feasibility study was done to watch the investment on a tourism object, that also will impact the aspect of regional social economy, for example creates job opportunity, increasing foreign exchange, increasing revenue from other sectors like trading, farming, and other wider impacts; (3) Technical Feasibility. The development of tourism object must be technically accounted by considering carrying capacity. It is no need to impose to develop a tourism object if it is lack of carrying capacity, since the tourism object would danger the tourists' safety; (4) Environment Feasibility. Environmental impact analysis can be used as reference for activities in developing a tourism object. Development that resulted in the destruction of the environment has to be stopped. The development of tourism object should only utilizing natural resources for the good of society and to increase the quality of life of local society, to create balance, alignment, and harmony in the relationship between the society and their environment.

The Cibalong District consisted of 11 villages, that need collaboration in managing Karang Paranje. Therefore, the Kompepar that has 33 representative persons can help the local government in the destination's management. Thus the constraints in tourism development are: (1) It is often to happen some social conflicts that affected the secure aspect of tourists and will become an obstacle in tourism promotion; (2) The poor quality of service in tourism management and the lack of understanding on tourism safety are also obstacles in developing Karang Paranje's tourism; (3) Low awareness of the community about the importance of tourism development is an obstacle to implement the tourism development planning, due to lack of support. For example, the funds for tourism facilities had been used for other purposes; (4) Minim of Capital and lack of human resources, especially skillful and professional ones in term of tourism managerial. Human Resources is the main element in operating and providing services for tourists. The social economy condition in South Garut area relatively still left behind; (5) The transportation that still not good enough often become obstacle in tourism that has to be reviewed, to increase the service both from the aspect of quality and quantity; (6) The top-down line tourism management, especially if the development is centralized from the government, while the private sector and regional government has to wait for instructions from the central government. The gap of development between north and south are in Garut Regency.

Tourism existing condition in Karang Paranje Garut

The tourism potencies are something attractive for tourists to visit a destination. Everything in the

tourism destination could be considered as a potency, included nature and manmade so they could be used to develop the tourism industry in that area, in order to comfort the tourists/visitors.

Table 6. Parameter of The Development on Maritime Tourism Potencies

No	Variable	Parameter	Indicator
1	Coastal Area Condition	The Depth of The Water Current speed The brightness of The Water Supply of fresh water Beach type The Width of The Beach The Slope of The Beach Dangerous biota Reclamation of beach land	The waters that relatively shallow (0-5 m) which is a suitable condition for coastal tourism The current speed is relatively weak, around 0-0.17 m/s which is an ideal speed for swimming, water sports, and other activities. The brightness of water >30 meter is an ideal condition for coastal tourism. The availability of fresh water is an important factor in coastal tourism. Beside for consumption, the fresh water also needed for rinsing after swimming in the sea and playing at the beach. The availability of fresh water could be seen by how far the source of fresh water from the beach. The ideal distance between the source of the fresh water and the location is < 0,5 km. Sandy beach is an ideal type for coastal tourism The ideal width of the beach is more than 15 meters. The ideal slope of the beach is less than 10° Safe beach is a beach that free from urchins (<i>Echinoidea</i>), lion fish and shark. The reclamation of beach area is the second factor on coastal tourism activities. The reclamation should be suitable with the development plan, except for the area of forest conservation
2	Standard of space needs for Tourism facilities	Beach capacity Fresh water Accommodation (lodging)	Lower Class, Middle Class, High Class, Special Class Water needs for: a. Coastal accommodation b. Tropical beach accommodation Economy, Middle, Executive

Source: Wong in Dwi (n.d.)

The development focused on the implementation of potency that has to be implemented, accelerate, and to make up or increase the existing for better quality. It is also needed to escalate the condition of tourism attraction so it would increase the tourists' visits and earn the benefits for the local people and government as well.

The potency of agro tourism development (integrated tourism) consisted of nature:

1. Leuweung Sancang Area, where the plant Kaboa (*Aegiceros Comiculatum*) has a myth that it cannot be cut down and related with the glory of Prabu Siliwangi (a title for Sundanese kings). There is also plant Werejit (*Ecoecabia Agaloca*) that highly poisoning. In this area also found species Red Meranti (Shore Asp) which already more than 100 years with the height of more than 50 meters and has a diameter of 6 meters. The population of bulls in 1984 reported 173 bulls which now has been extinct. There could also be found other unique wild animals like forest cat, mouse deer, deer, stag, leopard, peacock, *kipas* bird, gibbon, hornbill, and so on. This wealth is a legacy, located on 2,317 Ha with stretch of 17 km
2. The area of Sancang Marine Reserves of 1150 Ha with the stretch of 17 km consisted of various mangroves and the only species in the world: kaboa green turtle, chelonia midas, black bahar root which contained chemical substances *anthiphates tridacna maxima*.

3. The potency of plantation built in 1818 by the Netherland Colony, namely PTPN VIII Bunisari Lendera and PTPN VIII Miramare with the area of 5800 Ha, historically has important meaning to the society in south of West Java, especially in the south of Garut Regency whether in politics, economy, social, culture, or in function and the benefit of the plantation itself.
4. The development of fishing ports, the arrangement of the zoning district / over the function of Sancang nature reserve (Kawasan Cagar Alam Sancang / KCALS), and Sancang sea reserve to become a nature tourism and plantation reservation.

The maintenance, development and preservation of national asset as potential tourism attraction are the government's responsibilities. In planning a tourism development, the first consideration to do is to protect the natural resources and cultural asset from the threats of environmental pollution and damage to cultural preservation. In tourism planning and development, the local society should be involved. The development of tourism covering the ratification of the plan, the phasing program, the application of the zoning, the implementation of developing standards. Good quality tourism is one of the strategies to realize the sustainable development. Carrying capacity is a concept to prevent development so it will not damage the environment (nature and culture). There is a factor

that must be considered in the concept of carrying capacity in the proses of planning, namely image (tourism product) and typical environment (nature and cultural social). This can be firm from the aspects of physic, cultural social, economy and infrastructure.

The differences in economic impact are because tourism activities cause direct effects, indirect effects, and induced effects. Whilst those indirect effects and induced effects referred to as secondary effects that accompanying direct effect as primary effects. In reality, tourism activities give benefit on sales, profits, working opportunity, tax income, and revenue of the Regency. The most impact is felt directly is in the primary tourism sub-sector; lodging, restaurant, transportation, amusement, and retail trading. The secondary sub-sector influenced the economy sector namely sales fluctuation, income, and employment in that area.

Tourism as a pusher to other sector or multiplier effect has big enough chance as applicative and effective media to solve various social and economic problem in society. But in Karang Paranje, tourism program and activities have not functionally alleviated poverty, even though the potency is widely opened. Lake around the Karang Paranje often used for fishing, this area is still natural and quiet visitors. There is a plan to build an embankment with 8 m height and 12 m depth to withstand big waves in Karang Paranje. There is no study about safety in swimming. In this beach found a few coconut trees but many pandanus plants, namely Pandan Biduri, which people uses the leaves for woven handy crafts.

Referring to the existing condition, there is an important strategy in tourism that needs to be considered in escalating the welfare of rural communities, namely:

1. The expansion of employment opportunities for residents, this can be done by the procurement of goods and services in the tourism area;
2. The opening of employment opportunities, this can be done by recruitment on human resources on tourism activities;
3. The reduction of the negative impacts on the environment by using local potencies for tourism matter, and prevent loss for the community;
4. The reduction of the negative social-cultural impact of tourism, by considering the social needs of society in reality;
5. Institutional development can encourage the efforts of the welfare of the community, through the formation of NGOs that is able to accommodate the interests of the local community.

Community involvement in the activities of the industry, social attitude, tolerance that appears as home industries in the shopping area and education tourism. The economic variable measured through multiple indicators like business opportunities, job

opportunities, the income of the residents, and the financial ability of the residents. The awareness about tourism had been widespread due to the benefit that it brings to the location that become a tourist destination. Tourists become a source of income from selling goods and services related to tourism.

In developing tourism at Karang Paranje, the most important thing is to assure the community that the exploitation of tourism potencies in the village is to increase the wealth of the community. In order to implement sustainable tourism, there are four principles to achieve the goals:

1. All elements that involved in the planning and development of tourism, should take care of the ecology balancing and avoid the environmental damage.
2. Tourism development as an industry must protect social values in communities by increasing alertness on tourists' behavior that not in accordance with the personality of the nation.
3. Tourism development as an industry should involve the people, especially local residents, to get a chance to participate, and not only become the spectator of tourism development in their own village.
4. Tourism development as an industry should increase the quality of people's life through the opportunity of business increasing, job opportunity, equitable distribution of income, tax revenue, national income, and can strengthen the balance of payments of the country.

In reality, the development is widely found in the north than in the south of Garut, due in the south Garut there are many extortions by unscrupulous people. Whilst the convenience access is through south Garut. Base on this situation, there is an agreement among Muspida (local government) and a tourism service center in eleven villages, including the Kamtibmas (local security and order). The agreement includes the income from tourism management, that 20% for Department of Tourism, 20% for Head of District, 20% for Karang Taruna (local young generation organization), and 40% for the operator/ Kompepar. The system of sustainable development can be reached by balancing among tourism development and the usage of natural resources, the cultural art and environmental potencies, to guarantee the sustainability of a better and prosperous next generation.

CONCLUSION

Karang Paranje in Garut Regency has good potencies and possibilities to be managed as tourism destination which could be a catalyst of the development of local social economy with the following identifications; 1) Karang Paranje has a clean and gently sloping beach with medium to

relatively high waves, 2) Ocean conditions are quite dangerous (deep sea, rocky seaside), 3) There are many fish supplies, however, fisherman facilities are limited, 4) The intensity of space usage for tourism is low, 5) The quality of water is good, 6) The beach ecosystem is good.

The potencies of maritime tourism in Karang Paranje is feasible to be developed, so the social and economic aspect will impact the wealth of the local society/community. Even it is still in a small scope, but nature conservation and Maritime tourism are potential to be wider developed.

In developing the tourism at Karang Paranje, some things shall be done; 1) The potencies to be developed in Karang Paranje are tourism attraction, amenities, the participation of community, Institutions, the quality of environment, investments, protection on resources, policies, and marketing. A good tourism activities in nature is managed based on the rules of nature and sustainable economy to support the environment preservation and increase the wealth of community, 2) Some activities that meet the type of waves in Karang Paranje are Diving and Surfing, as maritime tourism, 3) It is worth to consider for investment opportunities both in public or private sectors, 4) Local government's hand in marketing on Karang Paranje Tourism, 5) It is important to hold the training on human resources about tourism, namely local food, handy crafts, homestay, and so forth, 6) Direct involvement of low-income people in tourism development program through the utilization of the handicraft, agriculture, fishery,

plantation, traditional art and culture. Thus, this community empowerment is able to encourage the creation of power and the ability of the community to be independent.

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