

## Public Participation of Sustainable Tourism Development in The Coastal Area of Kili Kili Park In Wonocoyo Village, Panggul Subdistrict, Trenggalek District

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### Abstract

The objectives of this research are focusing on three points: 1) to analyze the considerable factors that underpin the development of sustainable tourism in coastal area of Kili Kili Park in Wonocoyo village, Panggul subdistrict, Trenggalek district; 2) to analyze forms and types of public participation in developing sustainable tourism in coastal area of Kili Kili Park; and 3) to formulate the public strategy for sustainable tourism development in coastal areas of Kili Kili Park. In this research, the data collected and analyzed use interview, observation, and documentation and triangulation. The results of the study show the most influential aspect for the sustainable development is a natural environment used as an interesting attraction, the level of public participation in coastal development is still lacking. Strategies that can be used to increase tourists are to enhance and strengthen the promotions, the tourism facilities and the tourist attractions.

**Key words:** Public Participation, Coastal Area of Kili Kili Park Trenggalek district

### INTRODUCTION

There are undoubted facts that Indonesia is the largest marine and archipelago country across the globe, having coastline of 81,000 km<sup>2</sup>, the second longest after Canada, (Dahuri, 1998). It brings out most of Indonesia area which are coastal zone could potentially be maximized as sources of developing tourism object in the form of revitalization, aimed to improve an economic sector. To espouse a sustainable development, the entire process of revitalizing the tourism attractions must be accompanied intensively by the tremendous efforts to maintain and improve the quality of the environment. This way is a commitment in sustainability of tourism development in accordance with the declaration of Quebec as the result of members' meeting from the International Ecotourism Society, (TIES, 2002). They have greatly produced a great agreement that in sustainable tourism, *ecotourism* contains in particular of efforts to provide the entirely certain advantages in the role of nature and culture conservation, mentioning the local public involvement in the process of planning, implementation, development and organizing for tourism will be able to generate societies' economy welfare.

Panggul is a subdistrict that has the larger maritime, one of the potential areas prospected clearly to concern on tourism is Wonocoyo Village, 54 km from southwest of Trenggalek city and 0 Km

of Panggul. In the south, it is bordered by the Indonesian ocean with its beaches stretching from west to east of Wonocoyo area. The coastal stretch is well known as Kili Kili Park which has sand along in its banks. That seems like spectacular view when enjoyed at sunrise or sunset. In addition to the fantastic panorama, this place highlights other interesting attractions such as turtle breeding conservation managed by Public Watch Group (POKMASWAS). The group has been aimed to lead to the turtle-nesting parent, to transplant the turtle eggs to the conservation site, to accommodate and maintain the newly hatched Tukik (turtle's child) as well as releasing the Tukik (Turtle' child).

The serious destruction of turtle ecosystems rises public awareness for beginning and preserving the conservation. It had pushed them to establish Public Watch Groups that has duties such as running the surveillance and guarding in the beach of Kili Kili Park, escorting the turtle's parent who finishes laying eggs into the sea again, and then moving the turtle eggs to the conservation site, securing them on both day and night, and accommodating and nurturing the turtle's child just hatched until released back into the sea. Because local public participation has been still not yet involved massively, in order to optimize the potential existences and enlarge the number of visitors, other indispensable strategies are required

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as the serious attention to develop tourism sector in the beach of Kili Kili Park.

#### METHODS OF RESEARCH

The method of research applied is descriptive with quantitative approach, and the location is conducted in Wonocoyo, Panggul District, Trenggalek, East Java. This study had been running in December 2017, with span of time for one month. The respondents of the research were selected from stakeholders based on the ability and expertise on the certain case, 2 persons of tourism officers, 2 persons of regional development planning institution (BAPPEDA), 2 persons of environmental officers and 2 persons of community leaders. Determination of the sample is done intentionally, where the sample size is determined by slovin's formula as follows:

$$n = \frac{N}{1+N(e)^2}$$

Notes:

n = number of samples

N = total population

E = maximum error (5%)

For this research, the data are collected from office of Bappeda and department of spatial planning. It is analyzed with using the analyses of Arnstein and SWOT (Strength, Weakness, Opportunity and Threat.

#### RESULT AND DISCUSSION

The tourism area of Kili Kili Park is the result of the hard work from public participation in developing the village and improving the quality of living standard. Making access roads to the tourism area is pursued by independent efforts of the society itself that it is as a reflection of the public involvement and awareness directly. Looking at the potential to improve the quality of life, the people run together to began opening access to tourism site. With the great determination and spirit to build the better village and life, they have then been starting building access to tourist attraction.

The level of respondent participation is in the planning that they have involved in the management preparation of the tourism area such as development meetings conducted to tourism areas. Secondly, the implementation is the involvement of respondents in the attempts of development for tourism areas such as infrastructure building. The next step is the evaluation on previous stage in order to push the sustainable tourism development to be better. As a logical consequence of this research, researchers will observe the activeness of respondents to the

participation level, because the liveliness of respondents will encourage their interest so that the management of tourism areas will be better.

**Table 1.** Scores of respondents' participation at the stage of participation for the tourism area of Kili Kili in 2017

No	Participation Level	Score
1.	Planning	385
2.	Implementation	549
3.	Evaluation	420
4.	all of stages	1354

Based on the score of respondents' participation on all stages, a score obtained is 1050 in total. It means in general the participation is categorized in *placation (silence)* according to the stairs of Arnstein. The results show the participating respondents that have not been very active in the management of Kili Kili tourism areas. To boost the growth of participation in this stage all stakeholders are expected to play the important role of developing the tourism sites for the better.

At the planning step, a score gained is 385, and this has insisted respondents' participation classified as passive. The existence of this result is caused due to the planning phase, not all respondents could be participated, in which only village officials and community leaders have been involved. But for the development of tourism areas, people who are interested in joining the management of tourist areas are invited in the meeting and should play the pivotal part of the agenda. Subsequently, the respondents' participation in the implementation step is with a score of 549. This result has revealed that at the stage the respondents have been classified as active. However, people who are interested in tourism area management have to take the utmost role in the process of implementation such as collective movement (*Gotong Royong*) for building infrastructure in the locations of tourism.

A score, at the evaluation stage, is experienced to 420 of respondents. This accumulation highlights that in this phase, the respondents are passive due to only the village officials and community leaders could participate. In preparing the development strategy of tourism objects in Kili Kili, researchers have used a analysis of SWOT by first identifying the factors of strength, weakness, opportunity and threat.

**Table 2. Matrix of internal and external factors in the tourism areas of Kili Kili in 2017**

Internal Factors	External Factors
1. Strength a. The nature panorama that has beautiful, cool and original situation; b. Adequate facilities; c. Good security; d. The convenience of the tourist attractions; e. Mileage of attractions are quite close to the city.	3. Opportunity a. Regional autonomy system provides widely to develop tourism potential; b. Easy accessibility level; c. The increasing number of tourists who want to visit it; d. Improved tourism products and attractions by maximizing the existing of potential; e. Increased private investment.
2. Weakness a. Promotion of tourism attractions that are still lacking; b. The tourism development program is still simple; c. Limitations of budget for tourism facilities and infrastructure; d. Unfavorable road conditions; e. Lack of professionals in the management of tourism objects	4. Threat a. Development of other tourist attractions that increases competition; b. Awareness of tourists keep the sights; c. Environmental damage is caused by arbitrary development; d. The changing situation of nature; Increasing the government regulations

The average power in overall owned by Kili Kili is 3.21 in the high category. This shows the strength of Kili Kili as tourism destination including high. In these five aspects, the strength comprises of beautiful, cool and original natural panorama that has occupied very high category, with an average of 3.54 at intervals of 3.26-4.00. In the following, the atmosphere of the attractions that provide comfort experience very high category with an average of 3.44 at intervals of 3.26-4.00. It has proved that the tourist attraction of Kili Kili has a beautiful, cool, original and natural scenery which is able to provide comfortable atmosphere for visitors enjoying the natural attractions around the beach.

The rate of weaknesses that exists in the development of Kili Kili tourism object is high with 2.05 at intervals from 1.76 to 2.55. It needs to be considered and handled seriously in order not to ban in the development of Kili Kili destinations. The weaknesses include a simple development program highlighted by an average of 1.72. As a sequence the developments undertaken on the Kili Kili are generally still simple.

According to interviews done with Kasi, a score of opportunity has a rate of 2.75 placed in interval, from 2.51 to 3.25, that belongs to the high category. It indicates remarkably the destination has a high chance to benefit the potentials, in which improved products and tourist attractions utilizes the existing potentials into very high category, with a score of 3.40. By exploiting the potential of the mountain namely Rowo Indah like the abundance of water and beautiful natural scenery and adding

tourist facilities to surround the attractions, these, of course, can empower and incline the number of visitors to the attractions. Increasing the number of products and tourist attractions as the release of hatchlings could be the fascinated sites for visitors if local governments and tourism companies pay the most attention of these opportunities.

The next factor is threat that having the average score of the 2.14 at interval of 1.76 to 2.50, including in the high category. This has depicted the tourist attraction of Kili Kili owns a high level of threat which must be immediately solved, because it can stop the sustainable development of this place. The development of other tourism attractions that those carry out the rising of competition occupy the highest score of 1.34 and it falls into the very high category. The inclining number of attractions in the Trenggalek region has continuously facilitated many of various distinct destinations for visitors' choice and spurs the development of those attractions in order to significantly attract visitors. The tourist areas of Kili Kili also have been in participation of the competition, due to in Trenggalek there are also other natural attractions as competitors. Furthermore, Kili Kili needs innovations to attract visitors that is a heavy task for the manager of the object. It must be to take human resources reliable and eligible.

**Table 3.** Recapitulation of calculation results for strengths, weaknesses, opportunities and threats

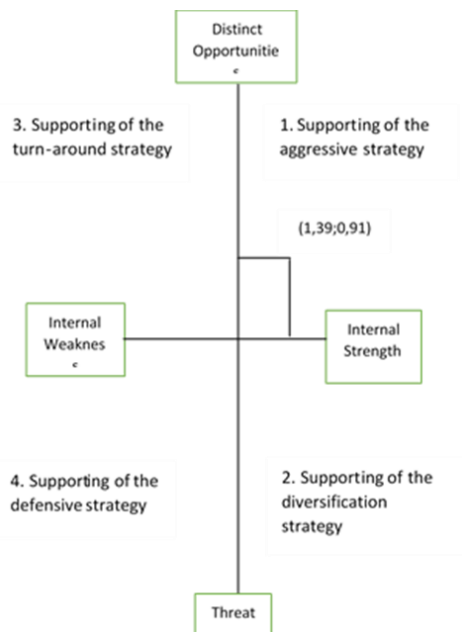
No	Description	Score
1.	Internal Factor	
	Strength	2,10
	Weakness	0,71
2	External factor	
	Opportunity	1,77
	Threat	0,86

Based on the mentioned description of SWOT analysis above, for framework of strategy in overall the basic strategies that can be planned are consisting of: a) using the opportunities as well; b) anticipating and overcoming the threats; c) using strength as the basic capital of operation and making the most of it; d) reducing and eliminating the weaknesses still available. It can be seen from the calculation that the tourist object of Kili Kili has a dominant power compared to its weakness on the one side and bigger opportunity than its threat with the following value on the other as follows:

Strength-Weakness (internal factor):  $2.10 - 0.71 = 1.39$

Opportunities-Threats (external factors):  $1.77 - 0.86 = 0.91$

If the value is included in the Matrix Grand Strategy, it witnesses tourism development in Kili Kili positioned in the Growth Strategy, utilizing as optimal as possible strength and opportunities had.



**Picture 2.** Matrix Grand Strategy for the tourism object of Kili Kili

Let's to pay an attention by looking at the diagram illustration, the second picture illustrates that the intersection point (1.39;0.91) is in quadrant I, where the situation can be done by maximizing the strength and opportunity to rise the growth of

the Kili Kili tourism object. Benefiting the strength that is possessed such as beautiful, cool, original natural scenery, abundant water source, good security condition, comfortable atmosphere of the attractions, the distance of the attractions close to the city and the opportunities owned like regional autonomy for developing the tourism potential, easy accessibility level, the increasing number of tourists who want to visit, increasing products and attractions by exploiting the existing potentials to accelerate the development. The strategies, which can be applied under these conditions are to support an aggressive policy (*Growth Oriented Strategy*).

### CONCLUSION

The most influential aspect of sustainable development for Coastal Area of Kili Kili Park Trenggalek district is a natural environment used. The level of public participation is still lacking. The strategies to develop sustainable tourism sector are to strengthening the aspects of promotion, empowering the tourism facilities and improving the tourist attractions.

### SUGGESTIONS

Utilization of information technology should be improved to introduce and promote tourism potentials to people in the wider scale. In addition to this, in order to introduce to the public, the use of advanced information technology can also attract investors to participate actively in developing the tourism attraction of Kili Kili.

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