

Full Length Research Paper

Tourism development program for coastal and marine sustainable development at Gerokgak District, Buleleng Regency, Bali Province

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Tourism development program in coastal area has been introduced by the central government as national policy to reduce poverty as well as to achieve Millennium Development Goals (MDGs). Nevertheless, in some places, the impact of the program was lacking. This research aimed to assess the coastal development program on Gerokgak District, Buleleng Regency, Bali, especially in Sumber Kime coastal area. Using focus group discussion methods, the community participation was chosen as an assessment indicator along with other socio-economic variables. The results showed that: (1) the local government and central government have implemented only a few program in Gerokgak District in order to increase community welfare; (2) community participation has been observed in moderate level especially in sustainable coastal development program; (3) significant factors affect the development of Gerokgak District such as: beautiful scene and historical value of Sumber Kima Coastal area that could be combined with other activities in the grouper's cultivation. In the future, this tourism pack will be the favorite pack for education agro-tourism but government has to pay more attention in building infrastructure and promoting infrastructural development.

Key words: Coastal community, tourism development program, community participation.

INTRODUCTION

The programs set out by the Central Government of Indonesia to alleviate poverty have been widely applied. However, most of these programs are top-down. In addition, there are some programs that are not on target because the targeting was done without a well planned process and is not based on the condition of the society. Some programs have a very complicated procedure, so they are ineffective and inefficient.

Usman (1998) stated that some approaches have been used to strengthen the community's economy, especially by small fishing groups. The approaches used are:

- 1) The technocratic approach which begins with the first set of programs by the target groups (target), and then proceeds to standardize the distribution system (delivery system) for the target groups, thereby issuing technical guidelines and the budget supporting the technical implementation.
- 2) The participatory approach which is used to strengthen

self-reliance (community self-reliance). Communities assist and facilitate the conduct of an analysis of the financial problems faced, given the opportunity to decide the desired initiative that forms the basis of activities. The role of government as a facilitator is to provide support to community initiatives (Lestari, 2009). In Bali, the most famous program is tourism development program on coastal area. This program became a policy framework and a reference implementation of various poverty reduction programs based on community empowerment and is designed to achieve one goal (that is, to increase prosperity and reduce poverty) in the Millennium Development Goals (MDGs) by 2015.

In this study, some frameworks were devised for coastal development program Ministry of Marine and Fisheries Affairs (2009) and they are:

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(1) Reducing poverty will only be effective if done independently by sustainable communities through the synergies and partnerships of local government and concerned groups (NGOs, private, etc).

(2) A sustainable self-sufficiency program will be realized in three pillars of the community with the level of empowerment and independence going high and the legislative arm of the government becoming pro-poor. This can only be achieved when there are business and community organizations that show concern (the caring society).

(3) The project of tourism development program in coastal area is not "for the money only", but must be based on the coaching of good character in the civilized society such as: having ideals and dreams (the power of dream); having the behavior of giving than asking (the power to give); having the mental stability of positive thinking, thereby always giving priority to dialogue and avoidance of violence (democracy at the grass root); and the ability to constantly work with groups (mutual cooperation of social, economic and cultural).

Buleleng Regency is one regent in Bali that has many poor districts (Statistic Board of Buleleng Regency, 2011). One of the poor districts is Gerograk District even though it has potential natural resources that other districts do not have. There are a number of poor households. Over three decades, there is lack of government attention to develop North Bali region. Communities in North Bali especially in the field of marine and fisheries are often marginalized because of lack of government policy in poverty reduction and overall development of communities. Problems and potential utilization is not optimal especially on catching volume, aquaculture, processing and marketing, supervision and human resources. This is why the condition of marine and fisheries is still poor and underdeveloped. The government has to spread development programs between south and north Bali so that there can be a balance in economic growth.

Problem formulation

The basis of this study's problem was rooted in the unbalance development program between south and north Bali especially in coastal area development program. In specific terms, the problems were:

(1) How is the empowerment of coastal communities program in Gerokgak District, Buleleng Regency, implemented?

(2) How do coastal communities support that program?

(3) What are the factors associated with public support for the implementation of the tourism development program on coastal area in Gerokgak District, Buleleng Regency?

Research objectives

In general, this study aims to assess the coastal

community empowerment model with the pattern of tourism development program, so that it can be used afterward as an improved model for the implementation of programs by the central government and the Local Government of Buleleng. However, the specific objectives of this research are to:

(1) Determine the implementation of the empowerment of coastal communities with the pattern of Tourism Development program in Gerograk District, Buleleng Regency.

(2) Assess coastal communities support for such programs.

(3) Determine the factors that are associated with public support for the implementation of Tourism Development Program in Gerokgak District, Buleleng Regency.

THEORITICAL FRAMEWORK

Definition and characteristics of coastal areas

Coastal region is a meeting area between terrestrial and marine ecosystems. Its land cover toward the ground is either dry or submerged in seawater, and is still influenced by the physical properties of the sea such as tides, waves, as well as the permeation of the sea. It is stated that the properties of the sea includes the marine waters that are influenced by natural processes occurring on land such as sedimentation and flow of freshwater from the river as well as those caused by human activities on land such as deforestation, waste disposal, settlement expansion and intensification of agriculture (Dahuri, et al, 2001). Coastal region has several characteristics, and they are as follows:

(1) The meeting between the various aspects of life that exist on land, sea and land, so the form of coastal areas is the result of a dynamic balance of weathering processes (weathering).

(2) It serves as habitats of various species of fish, marine mammals, and birds for the enlargement of spawning and fishing.

(3) It is a narrow territory, but has a high fertility rate and is an important source of organic substances in the food chain and marine and terrestrial life.

(4) The region has a gradient change ecological nature in which different ecological conditions are found.

(5) It is a meeting place for various development purposes, regional development, as well as having an international dimension (Soedarma, 2006).

Problems of coastal communities

Saad (2006) said that the main issues and problems of coastal zone management is the high rate of poverty of coastal communities, space use conflicts in coastal and marine areas, deterioration of natural resources and the environment, the non-optimal use of potential resources

of small islands, the non-optimal management of marine conservation, unguaranteed legal certainty, and the failure of civil society institutions to play maximum role in the management and utilization of coastal and marine areas. It is further explained that the causes of poverty of coastal communities are as a result of lack of access to formal financial institutions (in debt with loan sharks), lack of partisanship financial institutions (the stringent requirements and a low confidence level), weak systems and business management, and lack of access to information, science and technology, and markets.

Definition and purpose of coastal community empowerment

Community empowerment is defined as an effort to assist communities in developing their own abilities, in order for them to be able to solve problems and make decisions independently. The definition of empowerment (empower) according to Merriam Webster Dictionary and the Oxford Classic (Merriam-Webster 2010) contains two meanings. The first notion is to give power or authority, that is, the power is transferred or the authority is delegated to other parties. The second notion is to give ability to or be enabled, which is interpreted as an effort to provide ability or empowerment.

Kurniawan (2006) said that empowerment is a process of change by which creative and self-conscious community initiatives are nurtured as a starting point. Furthermore, empowerment is said to contain two main elements of independence and participation. Independence is the process of revival and development of power on human beings who may have been lost due to dependency, exploitation and sub-ordination which includes the independence of material, intellectual and management. Participation is an active process in which the communities develop initiatives, using tools and processes (institutions and mechanisms) that they can use to assert control selectively (Fernandez, 1984; Suharsimi et al, 2010). Community participation can be either passive or active. Passive participation entails people becoming involved in an action or activities that have been designed by someone else and controlled by others. Whereas active participation entails the process of establishing the strength to get out of their own problems by way of reflecting on their actions as a conscious subject to take the decision to act alone (Kay and Alder, 1999). Efforts to eradicate poverty are expected to be able to raise the welfare of the poor who certainly needs to be assessed by considering various aspects such as the active involvement of communities as recipients of the policy within a framework of participatory rural appraisal (PRA). Growth of participation is especially important in given societies in that it is directly carried out and the results of the program are felt by the societies. This participation can be developed through a variety of strong local institutions

and truly capable of representing the interests of rural communities.

Development in Indonesia should be accomplished by empowering the community in order to fulfill the following:

- (1) Democratization of the development process (by involving every citizen in the development process, from planning, implementation, monitoring to evaluation).
- (2) Strengthening the role of local community organizations.
- (3) Strengthening of social capital.
- (4) Strengthening the capacity of the local bureaucracy.
- (5) Accelerating poverty reduction which can in turn provide employment opportunities that can add/provide income (Pratikno, 2006; Vipriyanti, 2011).

METHODOLOGY

This research used focus group discussion method to collect information and data about implementation of government development programs in coastal areas (Alistair, 2000). It also used secondary data for description of the research location. Primary and secondary data were analyzed by non parametric statistic analysis.

DATA ANALYSIS

Marine area in Buleleng Regency is the largest marine area in Bali (1051.20 km²) with a length of 144 km beach. Tourism potential is sea water tourism especially in diving areas. Until now, the development of coastal areas in Buleleng Regency especially in Sumber Kima coastal area has not achieved optimal results. Some infrastructures of tourism such as hotels and restaurant have been developed by the private sector, but sea activities are yet to be developed. As regards this, the local and central government have paid little attention to this development process. Thus, Yahya et al. (2008) reported that there are big potentials in coastal areas, and that the sea area in Buleleng has the potential area to capture ornamental fish for export.

Gerokgak District is one of the nine districts in Buleleng Regency and it consists of 14 administrative villages, 76 *Banjar Dinas* (small public offices), 13 traditional villages known as *Desa Adat* and 36 *Banjar Adat* (traditional community organization). The areas of Gerokgak Districts are 356.57 km². The agriculture products are horticultural crops such as coconut, corn, nuts and fruits (banana, mango, grapes). Gerokgak coastal area, well known as Sumber Kima coastal area, produces some marine products such as shells, pearls, grouper, shrimp ponds, ornamental fish and seaweed. In North Bali, marine culture only exists in Gerokgak District so this is one of the potential resources that could develop and improve to be one of the new unique tourism destinations in Bali. The district has 77.524 residents with a population

Table 1. The characteristics of fishermen activity in Gerokgak Coastal Area, 2012-2013.

Location	Sumber Kima Village, Pemuteran, Gerokgak District
Natural resource	Beautiful scene of the sea, grouper cultivation, culture of community, historical values
Hybrid seed	Tiger grouper and dragon grouper hybrid
Period before harvest	7-8 months
Optimal size per each	0.8 to 1 kg
The availability of seed	Imported by the private sector
Breeding	Inside a place that is not quite close to the beach (not to polluted rivers), but not too far (so that the temperature of the sea water is not cold) from it
Price selling	USD 17.00/ kg (debt collector level); USD 27.00/ kg in Hong Kong (market)
Effective breeding period in a year	Only 6 months (March to May; September to November)
The main obstacle inhibiting harvest	Fish disease is caused by the local fish and feed quality due to the quality of leaching (washing fresh water quality is not good)
Fish feed	East Java and Japan Imported Feed fish make higher quality of grouper and more resistance from diseases
Prospective of business development	High opportunity with high technology; availability of coastal areas is still quite large
Value added	Need a new design technology that makes grouper always fresh until it arrives Hongkong
Financial support	Grouper fishermen need more fund for developing their business
Culture of community	Traditional norm for sustaining the environment of the sea which combines Balinese Norm and Bugis Norm
Historical values and uniqueness	The first place where the Bugis Community arrives in North Bali. There are source of plain water inside the sea (seabed)

Source: Primary data collected by FGD Process (2012-2013).

density of 217 people per km² with various education, professions, and skills of human resources. There are unmanaged marginal lands. This is also an opportunity for improving the livelihoods of people. This district has many temples where Balinese from all over Bali Island come to pray such as Segara Giri Kencana Temple and Segara Rupek Temple. There are also Dang Khayangan Temple called Prapat Pura Agung, Teluk Trima Temple with famous history of love, Gili Kencana Temple and Pulaki Temple used as spiritual places for specific tourism which is different from other temples. On the other hand, there are also weaknesses which is the 'heterogeneity of Gerokgak communities'. They are very pluralism in terms of religion, culture, and customs so that they need good management in social activities. This poor condition makes all members of the community to be very hopeful of government development programs that could manage their natural resource abundantly, though community participation was observed in moderate level in all government development programs.

There are some factors that contribute to the success of coastal development programs in Gegokgak District, and they are: the beautiful scene of the sea side of Sumber Kima coastal area, the uniqueness value of Sumber Kima, and the traditional temple for religious tourism. There is need for the local and central government to build more tourism infrastructure that can give more satisfaction to tourists. Detail characteristics of fishermen activities in Gerokgak coastal area are

described in Table 1.

Conclusion

Based on the data analysis, it could be stated that:

1. Recently, only few programs were implemented by the local and central government to develop Gerokgak District, especially Gerokgak Coastal Area. The positive impact of coastal development program in Sumber Kima, Gegokgak District, has not significantly increased the fisherman's income yet because government has failed to play their roles optimally.
2. Community participation in program implementation is moderate.
3. Sumber Kima coastal areas have uniqueness factor that blended in aquaculture activities such as grouper cultivation and education activities. This combination will be of interest to tourists, and as such the area can be a valuable tourism destination in North Bali.

POLICY IMPLICATIONS

1. The fisherman's community should try to make a number of tourism packs so as to make it more interesting and enjoyable for tourists.
2. To increase the positive impact of coastal development program, the government of Buleleng Regency should pay more attention in building infrastructure (such as

docks) and constructing roads to give more access for tourism object.

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