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E-TOURISM GOVERNANCE POLICY FOR COSTAL VILLAGE IN PESAWARAN REGENCY

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ABSTRACT

The development of tourism in form of digitalization if it is developed effectively will provide benefits especially for local communities. The form of e-tourism management and development in Pesawaran Regency is carried out by cooperation between related institutions which in this case is the Department of Tourism and Culture with the Tourism Awareness Group (Pokdarwis) with IT (Information Technology) system support as an informal institution formed by members of the community and financed independently of the community (especially those who have concern in developing tourism in its area), Tourism awareness group has a very important role in tourism development in Pesawaran. Muljadi, 2012 (82-86). The problem of this research is the management of e-tourism of coastal villages of Teluk Pandan sub-district, Pesawaran Regency has not fully involving local people, the problem of tourism in Lampung Province is still running independently, not yet the formation of zones to be used as tourism object and management system through digitalization of coastal village tourism Teluk Pandan Pesawaran Regency must finalize the study pattern of coastal area arrangement which is expected to serve as the center of economic growth towards ecocity, known as Integrated Coastal Zone Management.

The method used in this research is descriptive qualitative, data is picked through FGD and field visit to key informant relevant. The location of this research is in Pesawaran Regency of Lampung Province

The conclusions obtained from the results of this study are: 1) Increasing of infrastructure and supporting IT system the tourism becomes the attention of the Government of Pesawaran Regency. One of them is the formulation of regulation for tourism area, such as zoning of tourism area, tourism service, and standard of land use of tourism, many business actors have not understood the regulation of tourism management, for example beach lily which is used by private and reclamation activity which can disturb marine ecosystem. Development of tourist destinations cannot be done by the Government of Pesawaran, but must involve the stakeholders and not excluded the role of the community. Nevertheless, there are still obstacles encountered

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such as the development of access through private land. 2) The Pesawaran regency administration plans to manage the coastal tourist areas and work on the tourism potential of the coastal villages of Teluk Pandan sub-district through the Tourism and Creative Economy Department, Pesawaran Regency in integrated and integrated coastal zone management. 3) The management of coastal village e-tourism of Teluk Pandan sub-district should engage local people ability in IT system through strengthening the role of tourism conscious groups formed independently of community initiatives, with the hope that the management will provide economic benefits to the surrounding community and increase the Regional Income (Pendapatan Asli Daerah - PAD) of Pesawaran Regency.

Suggestions/recommendations that are important in relation to the results of this year's research are:

The Government of Pesawaran Regency should immediately allocate the budget for the completion of the preparation of Tourism Development Guideline of Pesawaran Regency (Master Plan of Regional Tourism Development/Ripda). The Regional Tourism Development Master Plan (Rencana Induk Pengembangan Pariwisata Daerah - Ripda) is a planning document in the development/development of tourism in Pesawaran District that should be announced through social media online.

The Regional Tourism Development Master Plan (Ripda) of Pesawaran Regency contains the concept of development plan of tourism industry tourism, marketing and human resources of tourism institution of Pesawaran Regency for the next 15 years. The purpose of the Ripda of Pesawaran Regency is to make e-tourism development of Pesawaran Regency able to be directional, comprehensive and conservation of nature environment.

Key words: e-tourism, policy, governance, costal village, Pesawaran, Lampung Province.

INTRODUCTION

The development of tourism, if developed will effectively be able to provide benefits, especially for local communities. Form of management and development of tourism in the Pesawaran District carried out with the cooperation between the relevant agencies in this regard is the Department of Tourism and Culture with group tourism awareness (Pokdarwis) as informal institutional set up of community members and funded non-governmental (especially those who have a concern in developing tourism in the region), tourism awareness group has a very important role in the development of tourism in Pesawaran. Muljadi, 2012 (82- 86).

The data obtained from the Department of Tourism and Creative Economy Lampung Province, now Based on the research team (2016), there are seven major problems are overshadowing the arrangement area of coastal tourism in some areas in Lampung, not excluding the tourist area of the Gulf coast Pandan, Pesawaran District. The seven issues were (i) infrastructure improvements to tourist sites and infrastructure are still minimal (ii) the pattern of coastal development is not planned this is evidenced by the number of reclamation ignore the contours of the original arch

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Lampung Bay, besides damaging this is an impact abrasion and sedimentation (iii) There are unanticipated its latent dangers such as mitigation (the entire coastal area of Indonesia are vulnerable to tsunami hazard) (iv) Management stylists travel to the coastal villages of Teluk Pandan, Pesawaran Regency has not fully engaged local communities (v) The issue of tourism in the province Lampung still walk alone (vi) There establishment of zones that will be used as a tourist attraction as well as governance tourist coastal village of Teluk Pandan Pesawaran Regency must finalize the study patterns structuring the coastal areas are expected to act as a center of economic growth towards Ecocity, known as Integrated Coastal Zone Management (vii) There optimal role of tourism awareness group (Pokdarwis) in the tourist area of the coastal village of Teluk Pandan

The key to all of the above problems is that the governance of coastal tourist village Pandan Gulf region should be implemented through good planning. Planning for tourism development should be integrated with the planning and overall development so that the development of tourism a truly integrated and effective, and should finalize the study patterns structuring the coastal areas are expected to act as a center of economic growth towards Eco-city, which is known as Integrated Coastal Zone Management with a fixed priority participation of local communities in order to provide economic benefits to the community in addition to the role of local governments, tourism businesses and stakeholders

THE PURPOSE OF THIS STUDY

1. Improving the welfare of coastal communities in an integrated and sustainable by establishing Travel Partner Unit and strengthening the role of tourism awareness group (Pokdarwis)
2. Formulate a policy framework in the form of insert to local government Pesawaran regarding governance of coastal tourist village in Teluk Pandan in the form of a draft legal models

METHODS

This type of research is descriptive qualitative approach, seeks to describe the event or phenomenon accordance with the facts that occurred in the study site, where each of the data generated in the form of words written or spoken of people and behaviors that can be observed (Bogdan and Taylor in Moleong 2005). Through descriptive qualitative approach, the researchers intend to make representations objectively about the symptoms contained in the research problem that is a model of policy formulation governance tourist coastal village-based Integrated Coastal Zone Management (realize Pesawaran Regency as a strategic tourism area in Lampung Province) starting from governance to stage model of community development in the tourist area of the coastal village of Teluk Pandan through the approach of bottom-up. the location of this research is the tourist area of the coastal village (village Hanura) Teluk Pandan, Pesawaran Regency, Lampung Province. Based on the above conditions, the investigator this research focuses

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on: governance policy Teluk Pandan travel Pesawaran District. In accordance with the primary objective of this study was to produce a model of policy formulation governance tourist coastal village of Teluk Pandan-based Integrated Coastal Zone Management in order to realize tourist coastal village Pesawaran District as a pilot project for the arrangement of coastal Indonesia's western region, which is a document structuring and produce models community development in the Gulf coast region pandan Pesawaran District integrated and sustainable through a bottom-up approach, the primary data obtained through key informants and stakeholders who are competent in this research study are:

As a secondary data, will be used also documents relating to subsatansi research, including the Law on the Coastal Zone, decrees, Bandar Lampung Coastal strategic plans, archives, photographs/documentation and other documents. Data collected through focus group discussions, interviews of key informants, documentary studies and field observation. Miles and Huberman in Sugiyono (2006) suggest that activity in the data analysis done interactively and continue over time to completion. To determine the validity of data in qualitative research must meet certain requirements in the inspection data using four (4) criteria (Moleong, 2005), namely: credibility, transferability, dependability, confirmability. To check the credibility (Moleong, 2005) the investigator triangulation, and the negative case analysis techniques to the road collecting examples and cases that do not fit the pattern and trend information that has been collected and used as a comparison (Moleong, 2005)

RESULTS AND DISCUSSION

Pesawaran District through the stages of the formation of a long struggle, starting before Lampung province secede from South Sumatra province, as recorded in history as follows: In early 1967, South Lampung region at Tandjungkarang whose capital comes from the four (4) Kewedanaan namely: Kewedanaan Kalianda, Kewedanaan Telukbetung, Kewedanaan Gedongtaan and Kewedanaan Kota Agung. On 17 July 2007 the Parliament approved the Establishment of the District Pesawaran stipulated by Act No. 33 of 2007 dated August 10, 2007 on the Establishment of Pesawaran District in Lampung Province with area includes seven (7) Subdistrict namely: Gedongtaatan sub-district, Negeri Katon sub-district Tegineneng sub-district, Way Lima sub-district, Padang Cermin sub-district, Punduh Pidada sub-district, Kedondong sub-district. Pesawaran District has been implementing local governance structures and mechanisms which refer to Government Regulation No. 41 of 2007 on local government which has been stated in District Regulation Pesawaran and has been the formation of Regency Pesawaran. Here we will convey management report and the implementation of the regional administration Inauguration of Regional Head and Deputy Head of Region as well as other tasks that have been executed either in relation to compulsory affairs, the affairs of selection and assistance tasks have been received.

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Location of Geography and Administrative Boundaries

Pesawaran District is geographically located between 5 ° 10 ' - 5 ° 50' east longitude (BT) and 105 ° - 105 ° 20 'South latitude (LS), with an area of 1173.81 km² or 117 381 ha of the administrative boundary are:

- ✓ West: District of Pardasuka, District Ambarawa, District Gadingrejo, District Adiluwih (District Pringsewu).
- ✓ Northern: District Kalirejo, District Bangunrejo, District Bumi Ratu Nuban, District Trimurjo (Central Lampung District).
- ✓ East: Natar District (South Lampung District) District of Kemiling, Teluk Betung Barat (Bandar Lampung).
- ✓ South: Bordering the District of Lampung Bay and District Cukuh Balak Kelumbayan Tanggamus

Overview of the village of Teluk Pandan Hanura and governance policies coastal tourist village of Teluk Pandan

Village Hanura is a coastal village located in the district of Teluk Pandan Pesawaran District has an area of 600 ha to borders east with Bay of Lampung, south adjacent to the Village Sidodadi, west adjacent to the Village Cilimus and northern borders with the village Hurun, Hanura rural population in 2016 was 6,591, comprised of 3,248 souls male and 3,343 female inhabitants. The results of field observation conducted Tim, obtained data on tourism potentials of villages in Pesawaran Regency in general related to ecotourism and beach tourism, earlier on March 17 last had been a meeting between the Department of Tourism and Creative Economy, Pesawaran District with 10 Head Village Sub Teluk Pandan an agreement explore the potential of coastal tourism and ecotourism, The meeting was facilitated by Hanura Village Chief Joko Iskandar to develop local tourism in the direction of Pesawaran Regency's tourism development policy.

Governance of coastal tourist village Teluk Pandan should involve local communities through strengthening the role of tourism awareness group formed independently on community initiatives, with the expectation that such governance provides economic benefits to the surrounding community and increase the Regional Income (Pendapatan Asli Daerah-PAD) Pesawaran District. At the meeting also agreed to provide mutual support between the village government and the district government Pesawaran in the coastal village tourism development. 10 to the village government in Teluk Pandan Pesawaran District will allocate Budget Village (APBDes) to build supporting facilities coastal tourist village Teluk Pandan. Regarding to the arrangement of the coastal area, the results of previous studies Marina Dwi Astuti (2007) and Kagungan (2009) The government of Bandar Lampung build and restructure the coastal area of Bandar Lampung through the concept of Integrated Coastal Zone Management (ICZM) or integrated management and sustainable by taking into account all Related aspects of coastal areas covering economic, social, environmental and involve various stakeholders also involve the participation of the public, especially those living in coastal areas.

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Travel governance policy plan Pesawaran District

Regional Tourism Development Master Plan (ripda) Pesawaran District contains the concept of industrial tourism destination development plan, marketing and human resources Pesawaran District Tourism institution for 15 years. The objective of ripda Pesawaran District is so Pesawaran District tourism development can be focused, comprehensive and menjaga preservation of nature and the environment. Governance tourist area Pesawaran District will clearly provide economic impact for the community in particular, and Lampung tourism development in general as well stimulated the development of infrastructure in the region. Based on the record of the Department of Tourism and Creative Economy, the number of tourists who come to the Lampung Province in 2016 was 4 million local and foreign tourists 95 thousand.

Improved infrastructure and tourism supporting infrastructure concern Pesawaran District Government. One was drafting regulations for tourist areas, such as tourism zoning, tourism services, and standards for land travel. Data obtained from sources that Tim Pesawaran Regent, said that many businesses do not understand the regulation of travel management, such as shoreline is used in private and reclamation activities that can disrupt marine ecosystems. The development of tourist destinations can not be done by local government Pesawaran alone, but should involve all stakeholders and role of the community is no exception. Nonetheless, there are still obstacles faced include the construction of access through private land. Similarly, the tourist area of the coastal village of Teluk Pandan, according to the Regent, has many such improved access roads entering mutun coastal resorts, beach goddess Mandapa and Muncak region, for the region rose untouched due to administrative constraints alone. A number of partners/stakeholders helped to travel supporting infrastructure, one of which assistance from Bank Indonesia in the form of 300 units of life jackets by Memory of Understanding (MoU) with the Bank Indonesia on July 24, 2017 last. In addition to the Bank Indonesia, Memory of Understanding also do with some stakeholders in order to develop tourist destinations in the District Pesawaran especially development cooperation pier that 2017 will be laid out from a parking space and transportation.

Strategic Issues in Lampung Tourism Development

Some Issues of strategic development and promotion of tourism in the province of Lampung is:

1. Coordinate the implementation of tourism development among stakeholders (stakeholders)

The role of coordinating the development of the province, in this case the Government of Lampung Province after the Local Government Act is needed as development coordinator cross-region and cross-sectoral. Coordination should be done at the government level as well as public-private-academia-public related to the development and promotion of tourism. Development and management of tourism Lampung province coordinated properly assessed will be the enabling environment for tourism investment climate. In order to achieve a better coordination to consider the legal aspects that could bind the parties involved in the development of tourism.

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2. Tourism Development of environmentally friendly Lampung Province

Awareness of the importance of preserving the environment consistently seen from the emergence of the issue of environmental protection in the strategic issues of the development of the province of Lampung, Lampung Province tourism development issues as well as those formulated in the discussion forums. Development of tourism products should thus approach sustainable tourism (sustainable tourism) that lay the foundations of ecological, social, cultural and socio-economic development and tourism development

3. Tourism as a means of achieving equitable development in Lampung

Inequality of development also occurred in districts/municipalities in the province of Lampung, especially for areas that are relatively undeveloped voice the interests of equitable development in their respective regions. Development gaps between regions in terms of development and this will hamper the overall development of tourism. It required a tangle. Therefore, a synergic collaboration between regions is needed in Lampung Province

4. Socio-economic aspects of Lampung Province tourism development

Improving the quality of Human Resources and quality of life through the development of tourism is a strategic issue. Human resources involved in tourism development must have high knowledge and skills to improve competitiveness. In addition, tourism must be able to provide social benefits, not only economic benefits

5. The establishment of the identity of the people of Lampung

Tourism should be a tool of preservation and community identity formation Lampung. Utilization of cultural elements and traditions for tourism should not be seen as mere economic commodities

6. Improving the quality of tourism products

The issue of improving the quality of tourism products is implicitly actually a composite of other strategic issues for the success of the tourism product is determined by various aspects. In addition to high value attractiveness and uniqueness, a tourism product must be supported by a good management and development climate. The attraction that is considered to be the strength of Lampung is the attraction of the natural environment.

Lampung Tourism Development Concept

1. The concept of Sustainable Tourism Development

In the Tourism Development Master Plan 2012-2031 Lampung years, development of sustainable tourism in Lampung Province principled on:

- a. Ensuring the sustainability of resources supporting travel and tourism development of Lampung resources for public welfare
- b. Integration of Lampung tourism development with the natural environment, culture and people and ensure changes that occur as a result of tourism development can be received by the environment

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- c. Its integrated planning and tourism development of Lampung organized government and authorities with all tourism stakeholders Lampung

2. The concept of Regional Development Disparities Reduction

As stated in the Tourism Development Master Plan 2012-2031 Year of Lampung Province, basically tourism is a relatively sector that can be developed anywhere by creating attractiveness and developing accessibility and conducting selective promotion activities to the target market segment of tourists who are targeted. This development must, of course, refer to development guidelines and cultural norms. On this basis, the construction and tourism development of Lampung principled on reducing inequality of the region would be:

- a. Prioritizing the development of tourism in regions which are relatively less developed and or areas that are already established as a leading tourist area (Kawasan Wisata Unggulan-KWU) Lampung province and does not prioritize the development of areas that are already developed and dense.
- b. Prioritize and provide facilities and supporting infrastructure, especially road infrastructure in the tourism area, main (Kawasan Wisata Unggulan-KWU) provinces or tourist areas are undeveloped but potentially to be a tourism area Featured

Inter-Sector Linkages Concept in Tourism Development

Tourism is very multi-sectoral and can not be developed and evolve on its own without the support of other sectors. With creativity and innovation planning, tourism can be developed in line with other sectors without conflict. For the construction and development of Lampung Province tourism should:

- a. Aligned with the base growing economic sector or potentially in daeeah concerned
- b. Creatively explore the potential, whether tangible or intangible of the resource potential
- c. Cooperate and coordinate with other sectors in various stages of planning, implementation, and monitoring of development and clearly spell out who does what between the sectors in the government, the tourism industry, the public and other tourism stakeholders. (Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province)

The linkage concept of Tourism, Trade and Investment

As stated in the Tourism Development Master Plan 2012-2031 Year of Lampung Province, integrating tourism activities, trade and investment in a joint forum is a strategic matter, namely activities that can influence and support other activities. Tourism activities resulted in the movement of people to a place to tour, and then consume a variety of goods and services. Furthermore, these activities can bring a boost to trade and investment. Regarding that, then tourism can be raised and developed to support the trade to then attract investors who are familiar with the area concerned. It required a conducive atmosphere and climate so tourists or visitors who come to get a good impression and image of Lampung. Trade that was then rolled out of the visit was also to be supported by the ease and clarity of procedures and various other

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incentives that can run well. This investment is expected to occur if all the parties also support and provide convenience.

Thus the construction and tourism development of Lampung should:

- a. Directed to encouraging trade and investment activities through the creation of an atmosphere conducive to clarity and simplicity of the procedure without ignoring the rules and norms that are listed on other concepts
- b. Integrated in a promotional activity with the trade and investment
- c. Encourage the development of small and medium enterprises managed by the locals to support the development of local tourism

Tourism Area Development Concept Featured

Tourism Development Master Plan (RIPP) Lampung Province is focused on district scale tours with Provincial/National/International underdog. Tourist areas of excellence (KWU) Lampung Province is a tourist area with a scale of Provincial/National/International which has a strategic role for the resources owned tourist, a strategic location (easily accessible) and attracted tourists (according to tourism trends) or because of the problems they have related with strategic issues of regional development Lampung. Leading tourist region (KWU) Lampung province can consist of several tourist attractions and is located in more than one area of administration. The location or intensity of tourist arrivals in tourist areas of excellence (KWU) Provincial cause a leading tourist area can serve as a "show window" Lampung or travelers also spread to other areas in the province of Lampung.

Tourist area with the scale of the Regency/City or local scale can be seeded in the tourist area district/city level. The development of this scale tourism area is expected to support superior tourism areas (KWU) of Lampung Province. The diversity of tourist attractions in each of the pre-eminent districts/cities in Lampung Province can jointly strengthen the competitiveness of Lampung tourism products. These development concepts become a framework in the preparation of policies and strategies for the development of tourism in Lampung Province. (Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province).

Featured Travel Area Development (KWU) Lampung

The tourist attraction owned by Lampung Province is very diverse. Natural, cultural and artificial tourism is spread in the Lampung region with distinctive local uniqueness that strengthens the competitiveness of Lampung tourism products. The diversity of tourist attraction is the main theme in determining the grouping of tourist attraction to form the pre-eminent tourist area of Lampung province. It is also associated with natural history and culture of Lampung are summarized in the history of Mount Krakatau, including forests, rivers, oceans, with a culture that affect the culture of the mountains, the coastal culture and the influence of colonial culture.

Leading tourist district of Lampung province have formed a different area coverage breadth of the imaginary boundary districts/cities that are within its scope. Each of the leading tourist area has

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major tourist resources/activities that have been developed or resources alain travel or other tourism activities are proposed to be developed as well as the potential of the existing tourist market will be the target market, in terms of origin of tourists, as well as its tourist characteristics. The main tourist resources of a leading tourist area (KWU) will be the theme of the main tourist products underdog of the leading tourist area.(Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province)

Lampung Province Tourism Development Strategy

As for the tourism development strategy of principled Lampung Province on:

- Integrated tourism activity
- Community-Based Development
- Regional Development Pattern
- Network or connectivity (Networking)
- Collaborative funding
- Planned and integrated marketing

Based on the principles mentioned above, then the direction of development of tourist areas of excellence (KWU) Lampung province includes three (3) main components, namely:

- a. The tourist area (the object of tourist attraction), which covers the activities of Planning has prepared a master plan and site plan as well as the arrangement of the main object of travel, infrastructure, and facilities as well as tourist facilities
- b. Management arrangements which include improving the quality of the management of travel is done in cooperation with third parties (investors) as well as improving the quality of human resources (HR) in terms of managing tourism (technical aspects) as well as policy and administration (managerial and policy aspects)
- c. Supporting components (in relation to other institutions supporting tourism and other sectors) covering the aspects of planning and management of tourist areas, the provision of infrastructure related to the utility and amenitas traveled and the realm of policy by institutional holders of power and authority. (Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province)

Coastal Village Poverty Reduction Strategy through Ecotourism Area Development Policy Optimization Teluk Pandan based Local Wisdom and Institutional Strengthening Village

a. The importance of improving the skills and knowledge society

For the knowledge society becomes very important to be able to be carried out continuously. This knowledge not only in the form of formal education but also non-formal pendidikan. Formal education can be done through training and counseling based on the needs that exist in rural communities in this regard Kiluan Pekon State.

b. Enhance the independence and community care

State Kiluan Pekon society still requires the development in the field of transport and communications. Lack of access to information resulting in disparities therefore need to be stimulated through community self-reliance empowerment programs, including the

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empowerment of women/mothers that people engage in an effort to break away from dependence on others.

Independence in society is indirectly going to build a sense of community care for rural development and natural resource potential that it has, because the real dependency that will happen is the reliance on local natural resource that must be preserved and protected. Another thing to do is set up an investment every newcomer who tried to control the natural resources belonging to the community

Legal Protection relating to regional development policy ecotourism coastal village of Teluk Pandan community based

As stated in the Tourism Development Master Plan 2012-2031 Year of Lampung Province, that the development of natural ecotourism activities that lead to the preservation of natural beach, identified approximately seven (7) points coastal tourism is the leading tourist area zone (KWU) Pesawaran District namely:

No.	Tourism Object Name	Travel type	locations
1	Sekar Wana	Natural	Lempasing
2	Beach Ringgung	Natural/artificial	Lempasing
3	Kelara	Artificial/natural	Hanura
4	mutun Asri	Artificial/natural	Lempasing
5	Tembikil Island	Natural	Lempasing
6	Queen Arta	Artificial/natural	Lempasing
7	mutun MS	Artificial/natural	Lempasing

Source: Department of Culture and Tourism of Lampung Province, 2016

CONCLUSIONS AND RECOMMENDATIONS

Conclusions and suggestions of this research report are:

1. Increasing of infrastructure and supporting IT system the tourism becomes the attention of the Government of Pesawaran Regency. One of them is the formulation of regulation for tourism area, such as zoning of tourism area, tourism service, and standard of land use of tourism, many business actors have not understood the regulation of tourism management, for example beach lily which is used by private and reclamation activity which can disturb marine ecosystem. Development of tourist destinations cannot be done by the Government of Pesawaran, but must involve the stakeholders and not excluded the role of the community. Nevertheless, there are still obstacles encountered such as the development of access through private land.
2. The Pesawaran regency administration plans to manage the coastal tourist areas and work on the tourism potential of the coastal villages of Teluk Pandan sub-district through the Tourism and Creative Economy Department, Pesawaran Regency in integrated and integrated coastal zone management.

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3. The management of coastal village e-tourism of Teluk Pandan sub-district should engage local people ability in IT system through strengthening the role of tourism conscious groups formed independently of community initiatives, with the hope that the management will provide economic benefits to the surrounding community and increase the Regional Income (Pendapatan Asli Daerah - PAD) of Pesawaran Regency.

Suggestions/commendations necessary in connection with the first year results of the study are:

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