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## The Development Strategy of Potential Marine Tourism in Lampung Selatan for Facing Global Tourism Competition

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### Abstract

This research was aimed to analyze the potential for marine tourism development strategy to face global competition in South Lampung. The Methods of data collection were using in-depth interviews, observation, and documentation. The results showed that the local government had not had a specific strategy to develop marine tourism as a leading tourist area to face global competition. Some of the strategies recommended by the researchers were : planning the highlight of potential tourism destination; creating policies to provide opportunities and services for the stakeholders; the government shall cooperate with the community of marine tourism as a conscious group travel (Pokdarwis) and preparing qualified human resources as well as promoting maritime destination on an ongoing basis.

**Keywords:** *Local Government Strategy; The Marine Tourism; Global Competition*

### 1. Introduction

Maritime destination is a geographical area that can be in one or more administrative regions with some special interests such as maritime, public facilities, tourism facilities, accessibility and community are interrelated and complementary realization of tourism. Therefore a maritime destination can be in one or more administrative regions as well as involving the facilities and the accessibility of tourism, the management of these destinations are classified into some important needs. Therefore the management of maritime destination includes the utilization of available resources through stages which is integrated to achieve the goal of developing the maritime destination, namely planning, organizing, implementing, and controlling/evaluation, both for local, regional, national and even international.

Indonesia as a country that is rich in potential resources and marine tourism, in order to achieve the objectives of national tourism among others, uses positioning tourism destination to improve the competitiveness of products from marine tourism, among others

related to water tourism activities as well as other tourism support activities. All activities related to increasing the competitiveness of the Water tourism aimed at the creation of sustainable tourism (sustainability destination). In the framework of tourism development and management of maritime destination, as stated in Regulation Number. 10 of 2009 about tourism and Government Regulation Number 38 Year 2009 concerning tourism and Government Regulation Number 38 of 2007 on the Division of Government Affairs between the Government, Provincial Government and District Government/cities.

Lampung Selatan as one of reegencies in Lampung has the potential areas to be developed such as for traveling along the coastline is very beautiful and deserves to become a tourist destination. The islands is located in the south of Lampung and includes Krakatoa, Sebesi, Sebuku, Legundi, Siuncal, and Rimau Cage islands. When viewed in terms of area and its natural state, Lampung Selatan has a bright future to further development. One of the areas in Lampung Selatan which has the potential of tourism is Rajabasa. Rajabasa is unique, because there is a culture, nature, islands, and mountains. Tourism in Rajabasa includes Canti Turkish, Banding Resort Beach, Kahai Beach, Kunjir Turkish, Way Muli Coastal, Suak Turkish, Sebesi Island, Krakatau, Ciperes Waterfall, Sarmun Waterfall, Rajabasa Mountain, and Habib Ali grave.

However, the tourist beach in Rajabasa, Lampung Selatan, is still not well-managed, plenty of beach activities are still cultivated individually. To that end, the construction and development of tourism in the District of Rajabasa, Lampung Selatan generally need to be addressed by involving the community needs to get support from the government, agencies, communities, and investors so that the potential of the region can be optimally utilized.

## **2. Research Methods**

This research activity used qualitative research methods with descriptive type. The focus of research was on the strategy performed by Lampung Selatan government district in developing potential marine tourism to be competitive in global tourism. The Data and information were collected by using secondary data drawn from a variety of published material (literature) related to the tourism district, either the theory of literature about Lampung Selatan, statistics, the results of previous studies, the official documents from other institutions, the research of other institutions, and others policies related to tourism, especially nautical tourism. In addition, the collected data also included primary data obtained through: in-depth interviews; and observation. Data analysis was performed using qualitative data analysis, conducted through the steps of data reduction, data presentation, which ended with the verification and conclusion, (Miles & Huberman, 2007: 78).

### 3. Results and Discussion

Almost all areas along the coastline of Lampung Selatan was potential to be developed into a maritime destination and became a tourist village. Here was the data of tourist visits to coastal tourist destination in Lampung Selatan :

Table 1. The Data about Tourist Arrivals For Maritime Tourism Lampung Selatan

No	Tourism Destination	2011	2012	2013	2014	2015
1	BAGUS BEACH	10.500	15.000	4.000	5.600	7.280
2	GUCI BATU KAPAL BEACH	7.700	11.000	6.750	9.450	10.985
3	EMBE BEACH	25.900	37.000	5.500	7.700	10.010
4	SAPENAN BEACH	1.540	2.200	2.000	2.800	3.640
5	TANJUNG BEO BEACH	3.500	5.000	3.000	4.200	5.460
6	WAY URANG BEACH	1.050	1.500	375	-	4.875
7	TELUK NIPAH BEACH	2.100	3.000	-	1.820	2.366
8	LAGUNA HELAU BEACH/ ALAU-ALAU	2.100	3.000	1.300	1.820	2.366
9	KULINER PPI BOM BEACH	4.767	6.810	5.000	7.250	9.425
10	BANDING RESORT BEACH	2.450	3.500	4.000	5.600	7.280
11	CANTI INDAH BEACH	6.970	7.000	3.000	4.200	5.460
12	KAHAI BEACH	3.500	5.000	7.000	9.800	12.740
13	KUNJIR BEACH	1.190	1.700	2.250	3.150	4.095
14	WARTAWAN BEACH	11.200	16.000	2.750	3.850	5.005
15	MERPATI BEACH	1.050	1.500	1.175	1.880	2.444
16	BELEKBUK BEACH	1.050	1.500	1.500	2.400	3.120
17	SUAK BEACH	3.150	4.500	3.500	4.900	6.370
18	TANJUNG SELAKI/ TARAHAH BEACH	4.900	7.000	6.000	8.100	10.530
19	PULAU PASIR BEACH	1.890	2.700	5.500	TUTUP	TUTUP
20	PASIR PUTIH BEACH	2.450	3.500	5.000	8.000	-
21	TELUK MENGKUDU BEACH	-	-	-	-	-
22	TANJUNG TUA BEACH	1.050	-	1.500	2.550	3.315
23	LEGUNDI BEACH	-	-	-	-	-
24	INDAH KRAKATOA BEACH	1.295	-	1.850	2.960	3.484
	<b>TOTAL</b>	<b>101.302</b>	<b>138.410</b>	<b>72.950</b>	<b>98.030</b>	<b>120.250</b>

Source: Department of Tourism and Culture Lampung Selatan, 2016

From the Table 1 above, it shows that tourist arrivals from year to year in 2011 to 2012 has increased, two years decreased and increased in 2015 but was still lower than

2012. Meanwhile, there was also the data about hotel visitors in Lampung Selatan which could be seen from the second table below :

Table 2. The Data About Hotel Visitors in Lampung Selatan

No	HOTEL NAME	2011	2012	2013	2014	2015
1	Hotel 56	8.106	1.158	1.448	2.069	2.689
2	Hotel Beringin	525	750	1.125	3.006	3.907
3	Hotel Kalianda	927	1.325	1.100	10.395	13.513
4	Hotel Sudimampir	500	-	-	-	-
5	Hotel Way Urang	700	1.000	855	10.584	13.712
6	Hotel Amarta Agung	280	400	635	1.312	1.705
7	Hotel Mutiara	350	500	877	1.980	2.574
8	Hotel Bandara	350	-	500	-	650
9	Hotel Mini	560	800	750	2.577	3.350
10	Hotel Pasir Putih	2.044	-	-	2.921	3.797
11	Wisma Ragom	-	-	750	4.065	5.284
12	Hotel Riung gunung	493	-	-	705	916
13	Hotel Minikhas	6.087	-	-	8.696	1.129
14	Villa Muncha	-	-	-	4.296	5.548
15	Hotel Branti Indah	577	825	950	265	344
16	Hotel Danau Kembar	455	650	400	TUTUP	7.702
17	Hotel Mini 3	595	850	733	5.544	7.207
18	Hotel Modjopahet	630	900	950	982	1.276
19	Villa Mas	560	800	750	292	379
20	Hotel Aryani	525	750	850	1.419	1.844
21	Hotel Gajah Mada	350	-	500	9.187	11.943
22	Hotel Krakatau	245	-	350	1.814	2.350
23	Hotel Bintang Selatan	420	600	-	-	-
	<b>TOTAL</b>	<b>25.279</b>	<b>11.308</b>	<b>13.523</b>	<b>72.109</b>	<b>91.819</b>

Source: Department of Tourism and Culture Lampung Selatan, 2016

From table 2 above, it showed that the number of hotels recorded in this area was 23 units, among them called the inn or motel. There were not many star hotels in the area, there was one big hotel, named Hotel Grand Elty in Krakatoa Resort and Travel. All the hotels showed the increasing number of visitors. But the problem was that not all visitors came to Lampung Selatan stayed in hotel for a tour but because they had business or family affairs or other things.

Business-related travel that has been globalized, at this time according to the current tourism has increased and became the world's largest industry. Business trips in 2015 already reached 1 billion trips throughout the world. Thus, within a period of 1 year was more than 1 billion people traveled from one place to another. This was a phenomenon caused a tremendous impact on the movement and mobility of people. Currently, many countries in the world are getting interested to develop the tourism as the tourism industry

considered as a sustainable industry. (Source: interview with Deputy Human Resources Ministry of Tourism and Creative Economy, 2016) The exploration of nature and the economy relies on natural resources, the longer it will certainly run out, the tourism and culture exploration develops sustainability.

One of the key how many nations in the world wants to develop tourism for example, Malaysia, Singapore, Thailand are famous for its tourism. Indonesia is also one of the country beginning to see that tourism is one of the foundation economy because the oil has begun to decrease. Nowadays, Indonesia has become an oil importer, coal is not environmentally friendly, and finally Indonesia also want to use the wealth of natural and cultural to become one of supporting economy. The government already has such an awareness, and thus must be considered to seek the way to make tourism in Indonesia more advanced and developed. For those reasons, we need to have the right strategy in developing the potential tourism possessed by each region in the country. Lampung regency has the potential tourism such as beautiful beaches attract many tourists to visit the area. As an illustration that has not seen the efforts of local governments and the private managing nautical tourism in this area visible from the tourist both local and foreign tourists who had not visited many beaches in the region. During the year 2016 from January to April, the tourist arrivals declined. In May rose slightly but was still below January. In June there was no data to coincide with Ramadan the months of July was a big day of Eid Mubarak. There were many tourists visit especially to the beach area.

Table 3. The Number of Local and Foreign Tourist Arrivals To Marine Tourism in Lampung Selatan 2016

NO	TOURIST DESTINATION	JAN	FEB	MAR	APR	MEI	JUN	Idul Fitri 1436 H (20-27)	Idul Fitri 1437 H (06-10)
1	BAGUS ISLAND	200	210	568	709	786		700	
2	GUCCI BATU KAPAL	750	902						
3	EMBE ISLAND	5.604	1.852	2.000	1.500	1.500		7.299	
4	SAPENAN ISLAND	215	147	701	802	903		1.329	
5	TANJUNG BEO ISLAND	150	155	55	55	85			
6	WAY URANG ISLAND	70	100	85	115	125			
7	PPI BOM	3.000	3.000	3.021	3.035	3.045			
8	BANDING RESORT	575	925	300	350	500		3.100	
9	CANTI INDAH	535	465					2.302	
10	KUNJIR ISLAND	715	785					4.436	
11	WARTAWAN ISLAND	485	315					625	905
12	WAY BELERANG	673	577	900	1.000	1.000		2.147	1.288
13	BELERANG SIMPUR	325	220						
14	MERPATI ISLAND	430	270						
15	BLEBUK ISLAND	120	380	25	20	40			

16	SUAK ISLAND	160	80	90	115	415			
17	TANJUNG SELAKI	3.400	400	158	163	157			1.050
18	CONDONG ISLAND	1.500	330	629	527	687		2.700	
19	PASIR PUTIH ISLAND	250	250	150	170	215		20.000	3.505
20	MENGGUDU ISLAND			104	150	192			
21	TANJUNG TUHA ISLAND	135	80	1.805	1.603	2.300			
22	TELUK NIPAH ISLAND	225	100	200	180	400		255	
23	INDAH ISLAND KRAKATOA	791	995						
24	WATER BOOM JATI AGUNG								
25	PEMANDIAN AIR PANAS NATAR								
26	KRAKATAU								850
	<b>TOTAL</b>	<b>20.308</b>	<b>12.538</b>	<b>10.791</b>	<b>10.494</b>	<b>12.350</b>		<b>44.893</b>	<b>7.598</b>

Source: Department of Tourism and Culture Lampung Selatan, 2016

Based on a variety of field data obtained then there were several strategies that could be undertaken by local government to develop tourism, especially nautical tourism. First, the local government made plans to develop marine tourism areas so it could be know which region required the infrastructure. This strategy was taken to avoid conflicts of interests between some sectors. In the Strategic Plan of Tourism and Culture of Lampung Selatan for the period of 2016-2021, it had not written a program or activity on the development of marine tourism areas, it was very unfortunate given the nautical tourism in this area although it was very potential to be developed.

The central government itself through the Ministry of Tourism has a vision of "Indonesia within 10 years as a leading maritime tourist destinations in the Asia Pacific region". Mission marine tourism was elaborated by Hermantoro (2009: 3) as the following: 1) providing the best services for Indonesian tourists, (2) creating a conducive climate to the investors industry of marine tourism, 3) creating cohesiveness development of sustainable marine tourism that, 4) developing marine tourism product with a partnership among nautical tourism actors. The Strategy elaboration is: 1) an integrated development of nautical tourism, 2) structuring system information, promotion and marketing, 3) the development of tourism enterprises, 4) structuring system services and licensing, 5) structuring system harbor, 6) the conservation of the environment and 7) lopment community-based deveenterprises.



M. Faried Moertolo, Director of Promotion of the Ministry of Culture and Tourism (Kompas, June 6, 2011) said that local governments must move quickly, especially in the effort to improve the quality of human resources in tourism. Accommodation and transport must be considered in the field of tourism. Accommodation and transport should be considered so that the tourists feel comfortable.

Second, to be able to manage the potential of existing marine tourism, The Local Government should issue policies that provide opportunities and services to the tourism players to be able to enter into nautical tourism in order to start their business. The policy is to facilitate the processing of business licenses and permits to manage marine tourism area. Policies related to this strategy are spatial planning policies by following the applicable regulations and environmental protection. In the management of marine tourism, the government should change the approach of the bureaucratic system into a system approach entrepreneurship.

The government has to be responsive and always worked hard in looking at opportunities and take advantage of opportunities as possible for the prosperity of the people. Government as a policy holder must set up a regulation/policy to support the development of marine tourism. The policy, among others, is to create a special economic zone region is being floated marine tourism, for example visa-free policy on foreign tourists who will visit the tourist destinations.

The development of tourism is not only the task of the government. However, tourism businesses are also expected to play an active role in developing the destination and implement appropriate marketing strategies, efficient, and effective, especially for the object of tourist attraction (ODTW) potential to be marketed. With this strategy, the less developed regions will be enchanting tourism destination area. This can be done if the government makes a policy to provide a comfortable space for the business tourism sector for example with strict rules about the layout and ease all the permissions associated with marine tourism. In addition, by lack of legal certainty for businesses that nautical tourism is quiet and comfortable in conducting business activities.

Third, the government and the people of nautical tourism prepare human resources that will manage it. Developing a human resources can be done through training - training the management of marine tourism. Through this strategy the public are expected to participate in the development of marine tourism. The local government should be able to create quality human resources in the field of nautical tourism tough, good skills, ability in innovation, adaptability in the face of changes in the external environment, work culture and education, as well as the level of understanding of the strategic issues and concepts to be implemented. In the future, human resources excellence in innovation will be crucial part with the importance of natural resources and capital. It is associated with the development of information technology. Community area is usually still have issues with either the cultural, linguistic, and other obstacles when experiencing something new, including meeting with foreign tourists.

According to Syed Abdul Karim, by understanding the various potentials and the cultural barriers that exist in local communities, the development potential tourism of the less developed areas will not be maximum. (Journal of Tourism of Indonesia, Vol 6 Year 2011: 57). Development and management of tourism in Lampung Selatan had been implemented with community participation or by using a model of community-based tourism development (Community Based Tourism) by establishing a Tourism Awareness Group or Pokdarwis based in Lampung Selatan The Decree No. B/ 612.a / III.16/ HK/2013 on Stipulation Travel Awareness Group (Pokdarwis) and the Communication Forum Travel Awareness Group (Forkom Pokdarwis) in Lampung Selatan. However, based on data in the field, many Pokdarwis which were not active in the development of tourism, some Pokdarwis even just only the names. Pokdarwis which were active doing activities in the village located in Muli and Way Canti near Rajabasa.

Fourth, the government continuously promotes nautical tourism areas in Lampung Selatan through various means and media. It is not widely practiced by local governments and businesses of nautical tourism. Large class investors such as Bakrie Tbk as a manager of Krakatoa Resort is a lot to do this. But other business has not done it. As an example is Thailand. It is a country that is doing a good marketing strategy. Thailand tourist objects on the international television and mass media such as the internet, magazines and exhibitions - exhibition of tourism at the international level. In fact, they spent

approximately US \$ 1 billion to promote tourism in several international television networks. This also is as done by Hong Kong and Thailand to facilitate its tourism development plans with tourist market. The fourth strategy is expected to develop the potential of marine tourism in the Lampung Selatan. However, these strategies would be meaningless if the government, investor/private, community banking, and others that does not coordinate in developing potential marine tourism for the prosperity of the people in Lampung Selatan. In order for this strategy can be effectively executed to develop tourism in this area, proposed by the Tribe (1997: 114) that there is a four-step effective strategy for tourism, namely: a) giving the priority to customers, 2) becoming a leader in quality, c) developing radical innovation, and d) strengthening its strategic position.

Marine tourism requires public service in the form of: a) HR lifeguard reliably, b) SAR ready, c) safety equipment, d) regulations/matters of safety, security of international standard, and e) a number of other technical matters. The government as a supporter and facilitator remains at the forefront of facilitating the development of infrastructure, education, and marketing of marine tourism.

#### **4. Conclusions And Suggestions**

The results showed that the government of Lampung Selatan had not had a specific strategy to develop marine tourism as a leading tourist area for facing global competition. Some of the strategies recommended by the researchers to do in this area are: planning the highlight of potential tourism destination; creating policies and providing opportunities and services for the stakeholders; The government should cooperate with the community of marine tourism as a conscious group travel (Pokdarwis) preparing qualified human resources; as well as promoting maritime destination on an ongoing basis.

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