

Good Governance of Sustainable Tourism in Nature Park – Carita Beach

Yohanes Sulistyadi¹, Fauziah Eddyono^{2*} and Derinta Entas²

¹Hospitality Studies Program, Sahid Institute of Tourism, Jakarta, Indonesia.

²Business Travel Studies Program, Sahid Institute of Tourism, Jakarta, Indonesia.

Authors' contributions

This work was carried out in collaboration between all authors. Author YS designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors FE and DE managed the analyses of the study. Author FE managed the literature searches. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2017/37019

Editor(s):

(1) Fang Xiang, International Business School, University of International and Business Economics, China.

(2) Chen Zhan-Ming, Associate Professor, School of Economics, Renmin University of China, China.

Reviewers:

(1) Maythawin Polnyotee, Mahasarakham University, Thailand.

(2) Iulia C. Muresan, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania.

(3) Velan Kunjuraman, Universiti Malaysia Kelantan, Malaysia.

Complete Peer review History: <http://www.sciencedomain.org/review-history/22046>

Review Article

Received 27th September 2017
Accepted 18th November 2017
Published 24th November 2017

ABSTRACT

Aims/Objective: This study aims to review whether the performance of the tourism activities management in Nature Park – Carita Beach has already contributed to the increase of domestic economic growth, and natural conservation also preservation of local culture.

Design: This study adopts the principal concept of sustainable tourism and collaborated with strategic management through analyzes of internal factors and external factors.

Methodology: According to data and analytics, this research approach is using qualitative approach utilizes the Miles and Huberman model analytics. The technique of determining participants is conducted based on the required data in the social situation under study using snowball sampling approach.

Results: Existing profile of tourist destination management of Nature Park – Carita Beach, from the research result showed that stakeholders have not shown behaviour that oriented to the principal of sustainable tourism. Tourism management still conventional like in most of developing countries..

*Corresponding author: E-mail: fauziaheddyono@yahoo.co.id;

Therefore, active participation and strong encouragement from various parties, especially the local government authorities, are required to be able to evolve in applying the principles of sustainable tourism.

Keywords: Community based tourism; conservation oriented; carrying capacity.

1. INTRODUCTION

1.1 Background

Carita Beach is a beach on the west coast of Banten Province, Indonesia. This beach has a beautiful natural panorama with a sloping beach, swish waves that show water wrapped in white sand and combined with a panoramic view of Krakatau volcano. Along the coast, various tourist attractions such as jetsky, banana boat, diving, snorkeling can be enjoyed by tourists or view from near the beauty of Mount Krakatau through the area of protected forest that is located opposite the beach [1].

The location of Nature Park – Carita Beach is very strategic, because of its location near the capital city of Indonesia (Jakarta) and easy to reach by land transportation within 2 hours. Due to its strategic location and great tourism potential, the attraction to tourists is also enormous. Both of these result in around 286.640 domestic tourists come to Carita Beach Tourism Area every year [1].

Seeing the potential of such a large destination, it is as if this destination is guaranteed sustainability. The concept of sustainable tourism in Indonesia has essentially been set forth in the policy and legal documents of Law No. 10 of 2009, Article 4 which discloses; the performance of tourism development should not only be evaluated based on its contribution to economic growth, but also on its contribution to improving the welfare of the people, reducing unemployment and poverty, conserving natural resources and the environment, cultural development [2].

The orientation of sustainable tourism development, has a great impact for local communities both socio-economic and cultural, therefore efforts to anticipate any deviation of sustainable principles through control and management should be maximally strived [3].

Given the importance of implementing the principles of sustainable tourism in this

destination, it is necessary to identify the existing condition of sustainable tourism of Carita Beach Nature Park by mapping the existing condition of the Nature Park region, based on the principles of sustainability tourism.

1.2 Theoretical Review

Sustainable tourism defined by The World Tourism Organization (UNWTO) is tourism that takes full account of current and future economic, social and environmental impacts, addresses the needs of visitors, the industry (tourism), the environment and the host community [4].

The goal of sustainable tourism refers to the goal of sustainable development. Objectives of the achievement of sustainable development are (1) development goals, driving to economic growth through grassroots approaches to development that focus on the satisfaction of basic needs of society (2) environmental / sustainable objectives, conserving and protecting the environment, especially preserving non-renewable resources [4]. While the goal of sustainable tourism is to reduce poverty, by respecting socio-cultural authenticity, and responsible use of environmental resources, and not only encouraging but also facilitating and empowering communities so that they are able to participate in the production process and get various benefits directly from tourism activities [5].

Sustainable Good Governance in a destination requires a forum called Destination Management Organization (DMO). DMO is an integrated Good Governance system that has the completeness as a system. DMO has 5 functions that show the completeness of DMO as a system, namely (1) as an "economic driver" in generating regional income, employment, and tax revenue that contribute to local economic growth (2) as a "community marketer" in goal image visualization tourism, tourism activities, so that the choice of visitors (3) as "industry coordinator" which has clarity to the study of industry growth that brings results through tourism (4) as "quasi-public representative" is the representation of opinion on the tourism industry enjoyed by visitors or

groups visitors (5) as "builder of community pride" with improved quality of life [6].

DMO is responsible for fabrication of tourism destinations to achieve a good return on investment, market growth, product quality, product brand variety and benefits for the parties, but DMO does not have an actual "factory", whether it is hiring people who work in it, as well as control over the process undertaken [7]. There are three important components in DMO, namely (1) coordination of tourism stakeholders, is the core of the DMO system. This component is the key to success because it focuses on the networking relationships that make up the DMO system (2) destination crisis management, providing the supervision of the system with the implementation and management from planning to implementation of the Program and (3) Destination marketing, becoming the foundation in the DMO component. The success of DMO is determined how destination marketing can attract as many visitors to come to the promoted territory [8].

The main principle of sustainable tourism is the local community. Local communities relate to the benefits gained and the presence of advisory planning efforts that defend local communities and interest groups, to give greater control over social processes in prosperity [9]. Emphasizes the strategies that are stuck with the identification of the goals of the host community and their desires and abilities to absorb the benefits of tourism [10]. Every society should be encouraged to identify its own goals and guide tourism to improve the needs of local communities. Community-based tourism creates a more sustainable tourism industry that focuses on local communities in terms of planning and maintaining tourism development [11]. Implementing sustainable tourism also develops and develops the community as the main objective of the partnership itself. Not only in relation to the public, or through public participation, but as a form of development of the surrounding community [12]. There are many potential benefits if people living or working in a tourist destination are involved in tourism planning as it improves the legitimacy of community members. This means that community members have greater influence in decision making affecting their lives [13].

The next principle in implementing sustainable tourism is conservation oriented. Conservation is defined as a human-made management that is

used to ensure the sustainable use of organisms and ecosystems. In addition to sustainable use, conservation includes also the protection, maintenance, rehabilitation, restoration, and upgrading of populations and ecosystems [14]. The conservation area is a land area and or in the sea primarily intended for the protection and maintenance of biodiversity, and its natural resources and cultural resources in the long run are managed through legal means or other effective means [15].

Sustainable tourism is committed to protecting and taking responsibility for the integrity of the natural and cultural environment by undertaking environmental and socio-cultural planning and management [16]. Conservation orientation, consisting of (1) conservation of the natural environment, ecosystems and biodiversity (2) conservation and reducing energy, waste and pollutants (3) respect and support local traditions, culture and society. Protection of local cultures, emphasizing local protection efforts, thoughts and works of tourism activities such as the threat of degradation of social systems and kinship, traditional life, ecosystems and the economy of local communities [16].

The third principle of sustainable tourism is carrying capacity. Tourism carrying capacity is defined as the maximum number of people who can visit tourist destinations at the same time, without causing damage, the physical social, economic, and declining environments are not acceptable in the quality of visitor satisfaction [17]. Carrying capacity is a concept that measures the level of visitor usage on ensuring the sustainability of a destination. Some concepts of carrying capacity are useful in tourism planning, namely: (1) management capacity, ie the ability of the number of tourists that can be managed by destination management without causing administrative, management, economic, and service to tourists (2) physical capacity, i.e. physical capacity including facilities and infrastructures that can accommodate the number of tourists without causing problems in terms of smoothness of tourists in enjoying the destination both physical quality and the extent of facilities and infrastructure (3) environmental capacity, ie the number of tourists that can be accommodated so as not to cause damage to the environment and ecosystem (4) economic capacity, the number of tourists that can be imported before the local community begins to feel the economic problems generated (5) social capacity, the maximum

number of people, where the greater number can cause cultural damage that is difficult to restore (6) infrastructure capacity, the number of tourists which can be accommodated by the infrastructure of a destination (7) perceptual capacity, the number of people who can be served by a destination before the travel experience is reduced [17].

The important difference between the form of sustainable tourism and conventional tourism lies in the element of educational or training activities. This does not mean that high academic levels are required to become sustainable tourism stakeholders; but a more natural understanding of how humans and the environment work and perform activities to achieve goals [18]. From the perspective of Good Governance education and training is needed not only for the actors associated with tourism development, but also tourists who visit the tourist area. The training for the perpetrators aims to carry out in a professional manner in the tourism budgeting while for tourists intended to raise awareness, awareness and appreciation of the importance of the preservation of the natural and cultural environment of the area he visits [19].

Implementation of sustainable tourism principles needs to be communicated or promoted to all stakeholders. In addition to introducing, socializing, and campaigning for sustainable tourism that is set in a tourist area, the purpose of promotion is to increase stakeholder awareness of the principles of sustainable tourism. This includes promoting the behavior of tourists in accordance with the behavior of local communities, to prevent behaviors that could lead to non-material losses to the lives of future generations. The promotion also minimizes conflicts of interest among stakeholders in the use of natural and cultural resources, as well as the development of tourism facilities and infrastructure [3].

The last principle of sustainable tourism is to conduct monitoring and evaluation by stakeholders. The monitoring and evaluation team was formed jointly by the DMO team. Monitoring and evaluation is carried out on planning that includes the objectives and schedule and monitoring of the implementation stage. In this monitoring process is directed to oversee the principles of sustainable tourism in order to be implemented consistently and consistently. Therefore, required an information

system. Information systems are processes that perform the functions of collecting, processing, storing, analyzing, disseminating information for a particular purpose. Information systems do not have to be computerized, although most are computerized [20].

2. MATERIALS AND METHODS

2.1 Research Ethics

The ethical aspects (1) do not harm the subject of research, protect its privacy, and avoid conflict of interest (2) informed consent of the research subject, research participants are given full information on various aspects of research that can influencing whether or not the subject participates in research [21].

Research done in the Natural Tourist Area Carita Beach, Regency of Pandeglang, Banten Province, Indonesia. Time period of research in total is 4 (four) months, started in October 2016 ended in February 2017. The research design is outlined in Figure 1. According to the data and analysis, this research approach is a qualitative approach, which begins with explanatory research that aims to get a general overview and understanding of the social situation being studied to gain insight and understanding. Explanatory research conducted in this research, conducted by analyzing secondary data derived from several research journals that have variables and research objectives are almost the same [22].

2.2 Primary Data

Primary data collection technique is done by in deep interviews to get a full profile picture of internal environmental factors sustainable tourism or internal factor analysis on the aspect of community based development, conservation oriented, carrying capacity, education and training, promotion, and monitoring and evaluation in the Nature Park Area - Carita Beach. The analysis of the internal environment in the company's management aims to identify a number of strengths and weaknesses in the company's internal resources and business processes [23].

The technique of taking the number of participants or resource persons used is snowball sampling, which is an effective way to build a deep sampling frame, in relatively small populations, each of which tends to relate to one

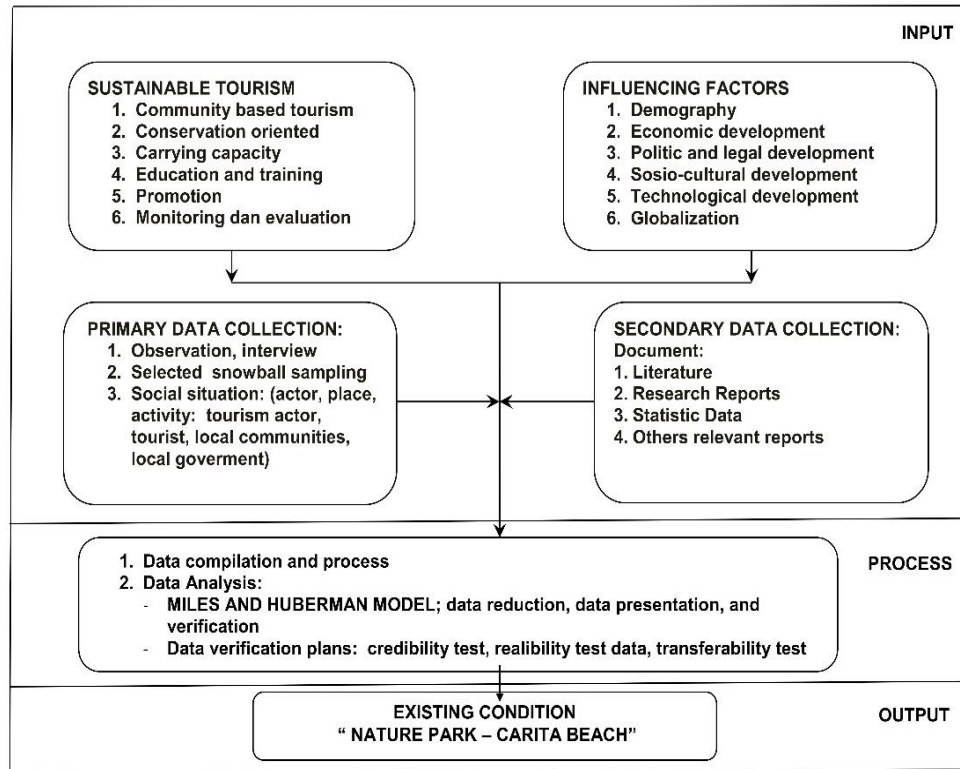


Fig. 1. Research design
(Source: Sulistiyadi, Eddyono and Hasibuan, 2017 [24])

another. In this sampling, the researcher determines one or more individuals or key figures and asks him or them to name others who in turn can be found [25]. The chosen social situations or participants or interviewed persons consists of element of Government (2 persons), element of community leaders (3 persons), elements of ship owner community (2 persons), elements of restaurant owner community (2 persons) and element of local community elements (5 persons).of Government (2 persons), element of community leaders (3 persons), elements of ship owner community (2 persons), elements of restaurant owner community (2 persons) and element of local community elements (5 persons).

2.3 Secondary Data

Methods of collecting secondary data through literature reviews (documentation) on study reports, relevant reports and statistical data [21, 26,27]. Secondary data collection is conducted to get an overview of external factors affecting sustainable tourism in the Natural Tourism Area - Carita Beach [28,29] or external environmental analysis. In corporate management, external

environmental analyzes need to be undertaken to identify opportunities and major threats facing an organization toward changes in the company's external environment so that managers can formulate strategies to take advantage of these opportunities and avoid or minimize the impact of potential emerging threats. External factors are:

1. **Demographic**, demographic developments are studies of human populations that include population size, age structure, geographical distribution, and income distribution and other statistics [30], with the following descriptions (a) population size (b) age structure [31] (c) education level [32] (d) income distribution [27].
2. **Economic development**, the health of a nation's economy affects the performance of individual companies and industries. It is therefore necessary to study the economic environment to identify its changes, trends, and strategic implications [31].
3. **Political and legal development**, politics / law is an arena in which organizations and interested groups compete for the desired

- resources, and there is oversight of legal entities and laws [31].
4. **The development of socio-cultural,** socio-cultural segments associated with the attitudes and cultural values of a society. Because attitudes and values form the foundation of a society, in which society always participates in encouraging demographic, economic, political / legal, and technological conditions and changes [31].
 5. **Technological developments,** technological developments affect many elements in society. Technological influences arise through new products, processes, and materials [31].
 6. **The globalization,** the global segment includes new relevant global markets, changing global markets, important international political events, and socio-cultural and institutional characteristics that determine global markets [31].

2.4 Data Analysis

Data analysis while in the field utilizing Miles and Huberman Model [32]. The model is conducted in 3 stages: 1) Data reduction stage, a number of analysis steps during data collection according to Miles and Huberman is (a) summarizing direct contact data with participants, events and situations at the study site (b) encoding (c) making objective records (d) making reflective notes (e) making notes (f) data storage (g) data analysis during data collection (h) interlocation analysis (i) making interim preliminary summary between locations. 2) The stage of data presentation / data analysis after data collection, in qualitative research focused on words, actions of people that occur in certain contexts. The context can be seen as a relevant aspect of the situation. Presentation of data conducted in this qualitative research is with narrative text. The Miles and Huberman models used in this study are those that describe opinions, attitudes, abilities or others of various roles. 3) The conclusion and data verification stage by checking triangulation and confirming it through focus discussion group (FGD) to receive input data. Example data analysis:

Community in the Carita Beach Area has not been granted in running formal business. Community just become travelling peddlers and selling in the stalls on the beach, however the land and the stalls are rent from

the businessmen from Jakarta. The key word that indicating that community has not been granted access in the production process in complete formal business link that can accelerate the division of work that pro sustainability; they have to peddler around without owing their own land to do business in selling their products:

“Yes... we, the community in Carita Beach do not have land to sell, we only peddler around in the beach area, even then we only sell on Saturday and Sunday” (P10/local community element) [32,33].

3. RESULTS AND DISCUSSION

Based on the analysis of internal factors and external factors of sustainable tourism in the area of Nature Tourism - Carita Beach, it is found the existing condition of internal sustainable tourism factors (Table 1) and the existing condition of external factors affecting sustainable tourism (Table 2).

The essence of the study's findings on the existing external conditions is to develop a list of opportunities that could benefit the Carita Beach Nature Park and the various threats to be avoided. It also aims to identify the important variables that must be responded and acted upon. Stakeholders have to be able to respon in offensive or defensive way towards various factors by formulating strategy that can be benefit from the external opportunities or minimizing the damage from potential thread [23]. While the essence of internal condition's findings are to find the strength and weakness of Nature Park Carita Beach thus giving a base to set up a goal and strategy. Goal and strategy is set up with aim to utilize the strength and overcome internal weakness [23]. In the perspective of a company so the company can achieve the goal and its target, the company has to regularly evaluating or conduct in-depth-study on the internal and external factors that directly influence the success of the company. The ability of the management to studying the external and internal factors that distinguish it from other organization [33]. External audit can be utilize in one aspect, for example in comprehensive marketing audit aspect, this audit help the organization to understand internal or external environment so effectively analyzing the strategy and its implementation [34].

Table 1. Existing condition sustainable tourism (internal factor) Nature Park – Carita Beach

Sustainable tourism principles	Focus	Reference	Existing condition	Category
Community based tourism	Stakeholder support for community empowerment	[17,35]	Not yet establish DMO	Weakness
			There's no DMO program that put forward social and cultural values	Weakness
	Community empowerment in developing tourism	[17,35]	Local community have not yet receive fair income	Weakness
			Local community has not yet been granted in formal business access (just as peddler)	Weakness
			Local communities have not been empowered in an integrated manner (as workers)	Weakness
	Community involvement in tourism life cycle	[36]	Local people benefit from tourism activities (as tour guides)	Strength
Tourism activities have not been centered on local community development (not trained as formal entrepreneurs)			Weakness	
Conservation oriented	Law Enforcement towards natural ecosystem and conservation on wildlife	[16, 36]	Conservation of natural ecosystems has not involved local communities	Weakness
			Wildlife conservation has not involved local communities	Weakness
			The development of amenities has not yet led to conservation	Weakness
	More gender-sensitive public policies and protection of child labor	[16,36]	Law enforcement efforts on waste management have not involved local communities and interest groups	Weakness
			The management of water supply and water supply conservation has not involved local communities and interest groups	Weakness
	More gender-sensitive public policies and protection of child labor	[16,36]	Unfeasible working conditions for women (there is still practice of prostitution within Carita Beach)	Weakness
			There is a group of child laborers	Weakness
	Preservation of local culture	[35]	Conservation of cultural values has not been done (no festival or special celebration especially during peak season)	Weakness
			Conservation of cultural heritage (in the form of typical foods such as 'otak-otak' and side dishes derived from local marine products)	Strength
There has been no development of tour packages that promote local culture and traditions			Weakness	

Sustainable tourism principles	Focus	Reference	Existing condition	Category
Carrying capacity	Management capability	[16,35]	Do not have the carrying capacity of human resources because local government and local communities have not yet understood about sustainable tourism	Weakness
			The carrying capacity of the facility's resources tends not to be standardized	Weakness
			The carrying capacity of the safety program has not been carried out	Weakness
			The carrying capacity of accessibility resources is sufficient through the construction of roads to locations	Weakness
			Waste management management has not been done yet	Weakness
	Environmental damage	[16]	The number of tourists that can be accommodated is available only the conditions do not meet the standards of hospitality	Weakness
			The level of sea water erosion has never been measured, but physically a lot of garbage floats in the ocean	Weakness
			The level of coral reef damage has never been done	Weakness
			Wastewater conditions have not been regulated so that the waste is not measurable source of downstream and upstream purposes	Weakness
			The number of tourists that can be accommodated by the infrastructure	[35]
		The condition of the destination infrastructure is not sufficient because there is no establishment of the zone yet	Weakness	
Education and training	Competency-based training program	[35]	No competency-based training has been conducted for tour guides and other tourism actors	Weakness
	Competence-based skills training for women, youth workers and tourism production chains	[35]	Women and the labor force of young age have not been given competency-based skills	Weakness
	Provide education to tourists related to sustainable tourism activities	[35]	Education to tourists related to the behavior of tourists that pro sustainability has not been done	Weakness

Sustainable tourism principles	Focus	Reference	Existing condition	Category
Promotion	Promote and campaign for sustainable tourism to stakeholders	[4]	Sustainable tourism campaigns have not yet been conducted	Weakness
	Promote to tourists not to behave that can affect the behavior of local communities	[4]	No campaigns have been conducted on behaviors that could degrade local people's behavior	Weakness
	Promotion that there is a common interest among stakeholders in utilizing resources	[4]	No campaign has been undertaken on mutual interest in resource sustainability	Weakness
Monitoring and evaluation	Measuring the level of tourism, impact, and analysis	[16]	Measuring the level of pressure on tourism systems has not been done	Weakness
			Measuring the impact of tourism activities has not been done	Weakness
			Measuring the managerial support	Weakness
			No measurable effects of the management policy have yet been taken	Weakness
	Strict control of the aspects that are considered important and must be supported by the rules	[16]	The control of strategic tourist areas has not been done	Weakness
			There is no standard of health, safety, and safety of tourists	Weakness
			Control over the prevention of environmental damage has not been done	Weakness
	Financial evaluation	[16]	There has been no violation control or exploitation by tourists	Weakness
			Evaluation of the provision of financial support or the provision of business opportunities has not been made	Weakness
	Monitoring processes that encourage voluntary obedience	[16]	No monitoring of guidance and behavior ethics has been developed	Weakness
			Monitoring of audit reporting system has not been done	Weakness
	Monitoring of government support	[16]	Monitoring of the basic transportation system has not been done	Weakness
Monitoring of alternative transportation systems has not been done			Weakness	
Monitoring to minimize emissions and discharges has not been done			Weakness	

(Source: processed by researchers for this study)

Table 2. Existing condition factors that influence sustainable tourism (external factor) Nature Park Area – Carita Beach (Source: processed by researchers for this study)

Factors that influence sustainable tourism	Existing condition		Reference	Category
Demography	Geographic distribution	Location near capital city, Jakarta as the gate of domestic and international tourism	[31,36]	Opportunity
	Education Structure	▪ Vulnerable to promote sustainable tourism because of the low educational structure.	[32,36]	Threat
		▪ Vulnerable to improve the capacity of communities in development issues because of the low structure of education.	[32,36]	Threat
	Dependency ratio	Dependent burden amount 50,42; means that every 100 the productive age population must bear the burden of 50 to with 51 unproductive age population.	[30,36]	Threat
Economic development	The highest growth of GDP is generated by the provision of accommodation and feeding (9.18%) making it easier to develop the tourism sector		[32,37]	Opportunity
Political and legal developments	Strong political and legal support for implementing sustainable tourism principles		[31,36]	Opportunity
Socio culture developments	The community is generally fishermen community, indicated to threaten the sustainability of sustainable tourism program. Vice versa. This condition will lead to social conflict between the fishermen community and sustainable tourism policy		[31,36]	Threat
Technology developments	Marketing sustainable tourism is easy because of the phenomena of internet, social media, and android based application		[31,36,38]	Opportunity
Globalization	<ul style="list-style-type: none"> ▪ There is a new (market) demand for sustainable tourism because it has the power to create change on a global scale. ▪ Attention of the young generation in the next five years and beyond to the global aspect will be strengthened so as to provide opportunities to market sustainable tourism. 		[31,36]	Opportunity

Based on the result of this study found a big problem in the internal aspect that is the existence threat in applying sustainable tourism principles in Nature Park – Carita Beach such as no establishment of DMO forum in the destination and the community has not been empowered in integrated way. The community only as the workers, not yet a partner in tourism business. Tourism activities have not yet centered on the development of local community, in the management of ecology conservation and wildlife preservation also have not involving the local community. Law enforcement efforts in waste management, clean water resources management and conservation of clean water supply have not yet involving local community [39]. Unfit working condition for women also still occur, and still many children working group as tour guide in the destination. Conservation protection towards local culture also have not been done, such as no local dance attraction that value added in the destination, let alone do the development of tourism packages that promote local culture and tradition. It is advisable that stakeholders should follow the pattern that has been done in rural Namibia, where the contribution of community-based tourism enterprises (CBTEs) in the area has had an impact in poverty alleviation and empowerment of local community. Tourism income in that area has improving the life of households in the village and resulting in the local economy linkages [40]. It would be better if the involvement of local community more intensive and has broaden coverage so that it can't be said to facilitate or involve the community in the development process, but more in the creation of tourism that done by the local community in the creation of thematic village project in Namibia [41].

The other threats in the Nature Park – Carita Beach is in the aspect of carrying capacity; to date this is the biggest threat because no regulation from the government on this. This area has no carrying capacity standard because the stakeholders has no understanding in the sustainable tourism principles, automatically promotion and awareness campaign related to the sustainable tourism has not been conducted. Whereas, the determination of the optimum visitors in the tourism based economy showed; if the number of optimum tourist determined then the growth of long term sustainable tourism is possible. The optimum tourism smaller than the carrying capacity of tourist destination is very important to achieve long term development [42]. In Jiuzhaigou, in order to promote sustainable

tourism, stakeholders determine the daily number of visitors based on adequate environmental and a proper scientific research, so that it will help in the determination of number of visitors that allow to come on daily basis [43].

Meanwhile the aspect of external environment which was revealed is the existence of opportunities such as; location near the capital city, political support and strong legal support in implementation of sustainable tourism, and the most important is there's demand on new market in the destination of sustainable tourism. Threat factor arise in the surface is the low level of education of the community and conflict of interest between the fisheries with tourism so informal education programs need to be done to the community and expediting the zoning of fisheries and tourism.

The findings in this study will help the policy makers and the other stakeholders to analyzing the current tourism problem and the realistic action and in time to development of sustainable tourism industry in Nature Park – Carita Beach. The next step, the researcher will conduct an advance study to designing the tourism governance system for stakeholders in Nature Park – Carita Beach where the output is model design for development of sustainable tourism strategy.

4. CONCLUSION

The existing conditions of the destination internal factors in the Nature Park – Carita Beach are mostly in a weak position so that this should be taken seriously by all stakeholders, especially the Regional Government. But not so with external environmental factors, this factor is very supportive to implement sustainable tourism. Therefore, the Regional Government as the authority holder is advised to communicate to all stakeholders in order to move together to evolve to apply the principles of sustainable tourism in the destination.

Evolving in implementing sustainable tourism principle already accustomed to practicing conventional management as well as Nature Park - Carita Beach requires full leadership and authority from the Local Government and Central Government. The government and academia should jointly communicate the importance of sustainable tourism practices to all stakeholders in all tourism

destinations for the sustainability of Indonesia's tourism sector in the future.

Tourism is one of the largest and fastest economic sectors in the world, and has a significant role in providing sustainable development in many countries. At the same time tourism should be properly managed so as to benefit local communities and the natural and cultural environment [33]. Tourism is also a major activity capable of supporting responsible economic sectors and contributing 9% to global GDP. Until now there has been a significant growth in visitor arrivals rate even far beyond the world average forecast to continue, especially in developing countries. The tourism sector also contributes 29% in service exports worldwide. For many developing countries this contribution is very significant, and sometimes as a major source of foreign exchange earnings. The academic study confirms that the contribution of the tourism sector to economic growth and many international agencies, conventions and communications has officially recognized the importance of this sector as a driver of sustainable development [44].

The limitations of this study are the study of the perception of tourist satisfaction related to tourist expectations, the value of tourist experience, clean and safe environment, the quality of the area, the attractions and related services, the expectations and interests, and the suitability of the food. The next stage of the authors will continue this study resulting in a model of sustainable tourism Nature Park - Carita Beach.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Agency of Culture and Tourism Banten Province. Tourism Object. Available: <http://disbudpar.pandeglangkab.go.id/obwisa-52.html> (Accessed 30 March 2016)
2. Law No 10 Year 2009 of the Republic of Indonesia 2009 regarding Tourism.
3. UNWTO. Indicators of Sustainable Development for Tourism Destinations: A Guidebook. Madrid. World Tourism Organization; 2004.
4. Ministry of Tourism and Creative Economy, International Labour Organization. Strategic plan for sustainable tourism and green jobs for Indonesia. Jakarta: Ministry of Tourism and Creative Economy; 2012.
5. Sharpley, Richard. Travel and tourism, London: SAGE Publications; 2006.
6. USAID. Sustainable Tourism: International Cooperation for Development. United States Government; 2017.
7. UNWTO Development Assistance. Annual report of the world tourism organization on development assistance activities. Spain: UNWTO; 2007.
8. Presenza, A. The performance of a tourist destination - who manages the destination? who plays the audit role? Campobasso: University of Molise, Italy; 2005.
9. Timothy DJ. Participatory planning a view of tourism in Indonesia. *Annuals Review of Tourism Research*. 1999;XXVI (2).
10. Murphy PE. Tourism: A community approach. London: Methuen; 1985.
11. Beaton Sue. Community development through tourism. Collingwood: Landlinks Press; 2006.
12. Hughes G. Authenticity in tourism annals of tourism research. 1995;22:181D803.
13. The World Conservation Union, United Nations Environment Programmed, and World Wide Fund for Nations. Caring for the earth: a strategy for sustainable living, Switzerland: The World Conservation Union. United Nations Environment Programmed, and World Wide Fund for Nations; 1991.
14. International Union for Conservation of Nature and Natural. Guidelines for applying protected area management categories. Switzerland: International Union for Conservation of Nature and Natural; 2008.
15. Weaver David. Sustainable tourism: theory and practice. Oxford: Elsevier Butterworth-Heinemann; 2006.
16. Dewi, Ike Janita. Implementation and institutional implication of responsible tourism. Jakarta: Ministry of Culture and Tourism the Republic of Indonesia; 2011.
17. World Tourism Organization. Social and cultural impact of tourist movement. Madrid: World Tourism Organization; 1981.
18. Mowforth, Martin and Ian Mun. Tourism sustainability: new tourism in the third world, London: Routledge; 2003.

19. Departement of Culture and Tourism RI and WWF Indonesia.
Available:http://awsassets.wwf.or.id/downloads/wwf_indonesia_prinsip_dan_kriteria_sustainable_tourism_jan_2009.pdf
(Accessed 29 April 2015)
20. Turban, Efraim, Linda Volonino. Information technology for management - improving strategic and operational performance. 8 th Ed. Hoboken: John Wiley & Sons, Inc.; 2010.
21. Ruane Janet M. Essentials of research methods: A guide to social science research. Malden, MA: Blackwell Publishing; 2005.
22. Malhotra, Naresh K. Marketing research: an applied orientation, 6thEd. New Jersey: Pearson Education, Inc.; 2010.
23. David, Fred R. Strategic management: concepts and cases, 13 Ed, New Jersey: Prentice Hall; 2013.
24. Sulistiyadi, Yohanes, Fauziah Eddyono, and Bernard Hasibuan. 2017. Model of sustainable tourism development strategy of the Thousand Islands Tourism Area – Jakarta. Journal of Economics, Management and Trade. 2017;19(1):1-17: Article no. JEMT. 35989.
ISSN: 2456-9216
DOI: 10.9734/JEMT/2017/35989
25. Bernard Russel: Research methods in anthropology. London: Sage Publication; 1994.
26. Kotler Philip, Kevin Lane Keller. Marketing management. 14th Ed. New Jersey: Pearson Education, Inc.; 2009.
27. Hitt Ireland, Hoskisson Michael A, Duane R, Ireland, Robert E. Hoskisson. Strategic management: competitiveness and globalization (concepts and cases). 7th Ed. Ohio: Thomson Higher Education; 2007.
28. Central Bureau of Statistic Regency of Pandeglang. Statistic distric of Carita. Pandeglang: Central Bureau of Statistic Regency of Pandeglang; 2016.
29. Central Bureau of Statistic Regency of Pandeglang. Regency of Pandeglang in Numbers. Regency of Pandeglang: Central Bureau of Statistic; 2017.
30. United Nations. Indicators of sustainable development: Guidelines and methodologies. 3thEd. New York: United Nations; 2004.
31. Ritchie Brent W, Peter M Burns, dan Catherine A. Palmer. Tourism research methods: Integrating theory with practice. Oxfordshire: CABI Publishing; 2005.
32. Dwyer, Larry, Alison Gill dan Neelu Seetaram. Handbook of research methods in tourism: Quantitative and qualitative approaches. Chetenham Glos: Edwar Elgar Publishing Ltd.; 2104.
33. Miles MB, Huberman. Complementary Methods for Research Education Change. Washington: ARA; 1984.
34. Loya, Arpit. Marketing audit – an important tool to determine strenghts and weaknesess of the companies. International Journal of Multidisciplinary Management Studies. 2011;1(2).
ISSN 2249 8834
35. Department of Culture and Tourism RI and WWF Indonesia. Principal and criteria of community based ecotourism. Collaboration of Directorate of Tourism Product Directorate General Development of Tourism Destination Department of Culture and Tourism and WWF-Indonesia. Available:http://awsassets.wwf.or.id/downloads/wwf_indonesia_prinsip_dan_kriteria_ecotourism_jan_2009.pdf
(Accessed 25 April 2005)
36. Statistic Center District of Pandeglang. Statistic of Sun-district of Carita. Pandeglang: Statistic Center District of Pandeglang; 2016.
37. Bandungbaratkab.go.id. Utilization of media technology as a media of tourism promotion. Available:<http://www.bandungbaratkab.go.id/content/pemanfaatan-teknologi-informasi-sebagai-media-promosi-pariwisata>
(Acceesed 11 Juli 2016)
38. Hikam, Muhammad AS. Welcome 2014-2019: Strengthening Indonesia in a changing world. Jakarta: CV Rumah Buku; 2014.
39. World Tourism Organization. Sustainable tourism for development. Madrid: World Tourism Organization (UNWTO); 2013.
40. Renaud Lapeyre. Community-based tourism as a sustainable solution to maximise impacts locally? The Tsiseb Conservancy case, Namibia. International Bibliography of the Social Sciences (IBSS). 2010;27:757-772.
DOI: 10.1080/0376835X.2010.522837

41. Idziak Wacław, Majewski Janusz, Zmysłony Piotr. Community participation in sustainable rural tourism experience creation: a long-term appraisal and lessons from a thematic villages project in Poland. *Journal of Sustainable Tourism*, 10/2015. 2015;23:8-9.
42. Yong Gu, Jie Du, Ya Tang, Xue Qiao, Carla Bossard dan Guiping Deng. Challenges for sustainable tourism at the Jiuzhaigou world natural heritage site in western China. *International Bibliography of the Social Sciences (IBSS)*. 2013;2:103-112. DOI: 10.1111/1477-8947.12015
43. Marsiglio, Simone. On the carrying capacity and the optimal number of visitors in tourism destinations. *International Bibliography of the Social Sciences (IBSS)*. 2017;3(3).
44. Statistic Center District of Pandeglang. District of Pandeglang in number. District of Pandeglang: Statistic Center; 2017.

© 2017 Sulistiyadi et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<http://sciencedomain.org/review-history/22046>