


## Analysis Of Sustainable Tourism Policies In Pandeglang Regency

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ArticleInfo	ABSTRACT
<b>Keywords:</b> Sustainable tourism, Tourist villages, Pandeglang Regency.	The tourism potential in Pandeglang Regency is very high. Based on this potential, the local government is working to develop tourist villages in the regency through Regional Regulation No. 12 of 2021. The management of tourist villages is aimed at improving the local economic conditions and fostering sustainable tourism. This analysis is conducted to understand the implementation of these regulations in Pandeglang Regency. The method used for this analysis is descriptive qualitative, which involves explaining the collected information into an analysis. The data used comprises both primary and secondary data obtained from literature reviews and online media. Based on the analysis, the sustainable tourism policy in Pandeglang Regency has not been effectively implemented, though the policy has triggered improvements in the economic conditions of the related villages. The conclusion of this study is that the tourist villages in Pandeglang Regency have strengths in their diverse natural wealth. However, weaknesses exist in the human resources and infrastructure sectors, opportunities for becoming new tourist destinations, and threats to environmental and cultural sustainability.
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### INTRODUCTION

The term "tourism" originates from Sanskrit and consists of two components: "Pari," meaning repeatedly or frequently, and "Wisata," meaning travel or journey. This interpretation describes tourism as an activity involving both physical travel and repeated, in-depth experiences. It encompasses social interactions, relationship building, and achieving satisfaction and enjoyment for both individuals and groups (Suhastini, 2019). Indonesia, as the world's largest archipelagic country, offers an exceptionally rich biodiversity. With a coastline of over 81,000 km and a total of 17,504 islands, including around 10,000 unnamed small islands, the country has significant potential for marine and ecotourism development. In 2022, the tourism sector in Indonesia contributed approximately 5.7% to the national Gross Domestic Product (GDP) and is expected to continue growing with increased awareness and interest in ecotourism (BPS, 2023). Marine tourism, such as destinations in Raja Ampat and Bali, offers beach beauty and underwater charm, while ecotourism focuses on nature conservation and improving local community welfare through the utilization of natural resources like beaches, mountains, and forests (Qodriyatun, 2019; Wibowo, 2021).

Pandeglang Regency in Banten Province, with its diverse landscapes including coastlines, urban, rural, and mountainous areas, holds significant tourism potential. Data from the Pandeglang Tourism Office shows that the tourism sector in this regency contributed about 3.2% to the regional GDP in 2023. Major destinations in Pandeglang include Carita Beach, Ujung Kulon National Park, and various other natural and cultural attractions (Afiyah & Siti Alya, 2024; Pratama, 2022). To optimize this potential, the Pandeglang Regency Government issued Regional Regulation No. 12 of 2021 concerning Tourist Villages. This regulation is designed to provide structure and legal certainty in the development of tourist villages, with the main objective of improving the welfare of village communities through planned and structured management (Kurniawan, 2023).

The implementation of this policy faces various challenges. Pandeglang Regency has 14 Tourist Villages spread across 11 sub-districts, such as Kertajaya, Sukajadi, and Sumberjaya. Data show that tourist visits to these villages have increased by approximately 25% annually since the regulation's implementation (Fachreinsyah, 2023). Although each village has unique local potential, development progress varies significantly. For instance, Sukarame Village has shown significant progress and was listed among the top 50 Tourist Villages in Indonesia in 2021. However, most tourist villages are still in the early stages of development (Fachreinsyah, 2023; Hadi, 2024). To maximize tourism potential, the pentahelix approach is crucial. This approach involves active participation from the community, government, private sector, academia, and media, aiming to improve the quality and competitiveness of tourist villages. It also provides legal certainty and facilitates sustainable development, which is essential for the welfare of village communities (Regional Regulation No. 12 of 2021; Setiawan & Yuliana, 2023).

This study aims to analyze the sustainable tourism policy in Pandeglang Regency and evaluate the opportunities, threats, strengths, and weaknesses of the existing tourist village concept. This analysis is expected to provide critical insights useful for local governments in formulating more effective policies and supporting tourism stakeholders in optimizing their potential.

## Literatur Riview

### Understanding Public Policy

In discussing the concept of public policy, the latest edition of the Kamus Besar Bahasa Indonesia (KBBI), published by the Language Center in 2023, provides a foundational definition that underpins the understanding of this concept. The book *Dasar-Dasar Kebijakan Publik* by Carl J. Frederick, as cited by Leo Agustino (2008), expands on this foundation by exploring the fundamental principles of public policy in greater depth. Meanwhile, *Pengantar Kebijakan Publik* by H. Rushananto (2014) offers an additional perspective that enriches the basic understanding provided by KBBI and Frederick through a more contextual approach.

### The Concept of Sustainable Tourism

Turning to the concept of sustainable tourism, the book *Pariwisata Berkelanjutan dan Pembangunan Ekowisata* by M. Arida (2016) provides a crucial foundation for understanding how sustainability principles are applied within the context of tourism. Further guidance can be found in the *Panduan Pengembangan Pariwisata Berkelanjutan*,

published by the Ministry of Tourism and Creative Economy in 2022, which presents practical guidelines and policies related to the development of sustainable tourism.

### **The Role of Tourism Awareness Groups**

Regarding the role of Tourism Awareness Groups (POKDARWIS), the article *Peran Kelompok Sadar Wisata dalam Pengembangan Pariwisata Lokal* by I. Putrawan and I. Ardana (2019) offers insights into the contributions of these groups to local tourism. Additionally, the article by R. Sundari (2020) titled *Peran Masyarakat dalam Pengelolaan Destinasi Wisata* provides further perspectives on how the broader community can participate in the management of tourism destinations.

## **RESULTS AND DISCUSSION**

### **Analysis of Regulation Provisions**

The sustainable tourism policy implemented in Pandeglang Regency aims to extend the positive impact of tourism village development on the local economy. Through Pandeglang Regent Regulation No. 12 of 2021, the local government has established comprehensive guidelines for the management of tourism villages, detailed in Article 5 of the regulation. This policy has several strategic objectives. First, it seeks to utilize and empower environmental potential for various types of tourism such as historical, natural, cultural, culinary, and geopark tourism to enhance and empower the local economy. Second, it aims to preserve and develop the way of life, arts, and culture of local communities sustainably. Third, it focuses on improving the quality of the local environment and the cultural and tourism potential of each village. Fourth, it seeks to enhance the welfare of village communities and their awareness in developing natural potential and preserving customs, culture, and architecture. Fifth, it aims to raise awareness about the conservation of native wildlife and plants, and the environment, as well as promote the creation of a clean and healthy environment. Lastly, it seeks to accelerate the adoption of attitudes and skills in line with Indonesia's seven charms of tourism and foster pride in local customs and culture while encouraging creative economic growth.

The regulation also classifies tourism villages into four statuses Initiating, Developing, Advanced, and Independent based on criteria such as community awareness of tourism, visitor numbers, facilities and infrastructure, stakeholder collaboration, and tourism management systems. This classification aims to assess and facilitate the structured development of tourism villages.

The scope of tourism village management is outlined in Chapter II, Article 3, which includes the establishment and designation of tourism villages, tourism village institutions, tourism village classifications, tourism village associations, and mentoring. This policy is expected to effectively guide the development of tourism villages in Pandeglang Regency, focusing on community empowerment, cultural preservation, and local welfare enhancement, while ensuring sustainability in environmental management and conservation. The table below illustrates the key actors, their roles, and their involvement in the policy:

**Table 1.** Policy Actor Network

Actor	Role	Involvement
Pandeglang Regency Government	Policy formulation, regulation, and supervision. Establishes Regent Regulations and implementation guidelines.	Main decision-maker and policy setter.
Pandeglang Tourism Office	Policy implementation, tourism village development, and local stakeholder coordination.	Policy implementer and tourism village program manager.
Tourism Awareness Groups (POKDARWIS)	Manages and promotes tourism villages, involving local communities in management.	Operators and on-ground managers of tourism villages.
Village Community	Participates in tourism activities, preserves local culture, and supports policies.	Main beneficiaries and cultural conservation implementers.
Tourism Village Associations	Develops standards, provides training, and supports tourism village development.	Supporters and facilitators of tourism village development.
Local Investors and Entrepreneurs	Invests in tourism infrastructure and provides services.	Partners in infrastructure and service development.
Educational and Research Institutions	Conducts research related to sustainable tourism and provides recommendations.	Data providers and researchers supporting policy.
Ministry of Tourism and Creative Economy	Provides guidelines, technical support, and resources for sustainable tourism development.	National policy guidance and support provider.
Non-Governmental Organizations (NGOs)	Encourages community participation, environmental conservation, and cultural protection.	Monitors and advocates for policy implementation.

Source: Data processed by researcher 2024

This table outlines the roles and involvement of various actors in the sustainable tourism policy in Pandeglang Regency and their interactions and contributions to tourism village development, cultural preservation, and environmental conservation.

#### **Natural and Cultural Wealth Potential**

Pandeglang Regency has significant potential for tourism village development due to its diverse geographical conditions. The region's landscape includes beaches, mountains, lowlands, and forests, each offering unique characteristics and tourism opportunities. This diversity allows for the development of various types of tourist destinations that can attract different segments of travelers. Beaches are one of Pandeglang Regency's main potentials, with a long coastline at locations such as Carita Beach and Anyer Beach. These areas offer opportunities for beach tourism similar to popular destinations like Bali. With facilities such as beachfront resorts and water sports activities, these beaches can be promoted as prime destinations for tourists seeking beach and sea experiences. Data from the Pandeglang

Tourism Office shows that visitor numbers to these beaches have increased by around 15% annually, indicating significant potential in this sector.

On the other hand, the mountains in Pandeglang Regency, such as Mount Karang and Mount Pulosari, offer opportunities for hiking and nature observation. Activities such as mountain climbing and trekking in these mountainous areas can attract visitors interested in adventure and natural beauty. Statistics show that the hiking and ecotourism sector has grown by around 20% in recent years, reflecting a growing interest in this field. The lowlands and forests in Pandeglang Regency also hold potential for educational tourism, such as agricultural tours and camping. For instance, agricultural tours in villages managing coffee and fruit plantations can provide educational and enjoyable experiences. Camping programs in forest areas can also be developed to offer camping experiences surrounded by natural beauty. Data indicates that educational tourism and camping are becoming increasingly popular, with an annual growth of around 10% in visitor numbers.

In addition to natural wealth, Pandeglang Regency also has cultural and traditional wealth. Traditional ceremonies and local handicrafts can be additional attractions for visitors seeking authentic cultural experiences. These activities can enhance the identity and image of tourism villages by integrating cultural elements into every aspect of the tourism experience. Local surveys show that about 30% of tourists cite interest in cultural and traditional aspects as a key factor in choosing a tourist destination. The Pandeglang Regent Regulation No. 12 of 2021 on tourism village management represents a strategic step in supporting sustainable tourism development. This regulation provides a strong legal foundation and clear guidelines for tourism village management and reflects the local government's commitment to optimizing existing tourism potential. With this regulation in place, the development of tourism villages in Pandeglang Regency can proceed according to plan, with attention to environmental sustainability and community empowerment. The implementation of this regulation is expected to address challenges and maximize tourism village potential, ensuring that tourism growth positively contributes to the local economy and cultural preservation.

### **Classification of Tourism Villages in Pandeglang Regency**

Pandeglang Regency, strategically located near the capital city of Jakarta, has significant tourism potential due to its diverse natural wealth and distinct conditions from urban areas. This location provides Pandeglang with a competitive advantage in tourism sector development. However, despite its considerable potential, the realization and development of tourism villages in Pandeglang still face several challenges. This study found that Pandeglang Regency has 14 tourism villages classified based on their development stages. The data obtained shows the classification of tourism villages as follows:

**Table 2.** Tourism Village Classification

No.	Village Name	Classification
1.	Banyuresmi	Developing
2.	Citeureup	Initiating
3.	Tanjungjaya	Initiating
4.	Kertajaya	Advanced
5.	Lembur Mangrove Patikang	Developing

No.	Village Name	Classification
6.	Mangkualam	Developing
7.	Ramea	Developing
8.	Rancapinang	Initiating
9.	Sukajadi	Initiating
10.	Sukarame	Developing
11.	Sumberjaya	Initiating
12.	The Land of Diversity	Advanced
13.	Patikang	Initiating
14.	Bandung	Advanced

Source: Online Media

The data shows that the majority of tourism villages in Pandeglang are classified as initiating (6 villages) and developing (5 villages), while only 3 villages have reached the advanced status. This classification reflects the disparity in tourism village development in Pandeglang Regency, indicating that many tourism potentials have yet to be optimally utilized. The study identifies several key challenges in the development of tourism villages in Pandeglang Regency. First, there is a significant limitation in facilities and infrastructure; data from the Pandeglang Tourism Office shows that only 40% of tourism villages have adequate basic facilities. These limitations include road accessibility, sanitation facilities, and accommodation, which directly impact the quality of the tourist experience and visitation potential. This issue highlights the urgent need for infrastructure improvements to attract more tourists and enhance the appeal of tourism destinations.

Second, the level of community awareness and participation in tourism village development is still low. Interviews with local stakeholders reveal a lack of knowledge and skills in tourism management, as well as an understanding of the economic benefits that can be gained. To address this, more comprehensive training programs for the community are needed to enhance their skills in tourism management and maximize the economic potential of the sector. Third, there are limitations in funding and government support, with the budget for tourism village development in 2023 covering only 25% of the proposed needs according to the Tourism Office's annual report. This funding shortfall reflects the need for increased budget and technical support from the local government. The study recommends several strategic steps to address these challenges, including investment in basic infrastructure, collaboration between communities and government, and effective marketing strategies. With these measures, Pandeglang Regency is expected to maximize its tourism potential, enhance the local economy, and create sustainable job opportunities.

### **Community Readiness in Tourism Village Development**

The community plays a crucial role in the establishment and development of tourism villages, with their motivation and involvement being key assets. According to Neneng Nuraeni, Head of the Pandeglang Cultural and Tourism Office, as stated to RRI (Fachreinsyah, 2023), "The task of the Cultural and Tourism Office here is only to provide employment training...actually, building tourism villages comes from the motivation of the village itself." This statement underscores that the success in developing tourism villages heavily depends on the initiative and motivation of the local community.



The presence of a solid and welcoming community, as well as their understanding of how to manage natural or cultural assets, is crucial to attracting visitors from outside the area. Without the hard work and high awareness of the community, efforts to develop tourism villages may be hindered and risk failure. This is evident from the data in Table 2, which shows that out of 14 tourism villages in Pandeglang Regency, only three have achieved the status of advanced tourism villages. This indicates that the majority of communities have not fully been able to utilize and manage the tourism potential around them effectively. The data reflects that despite Pandeglang Regency's various tourism potentials, community involvement in tourism village development remains suboptimal. With only three villages classified as advanced, it is clear that there is a lack of awareness and capacity among the community in utilizing existing tourism potential. To address this challenge, more intensive efforts are needed to improve community understanding and skills in tourism village management, as well as to motivate them to be more active in the development process.

### Government Infrastructure Support

The efforts of the Pandeglang Regency Government in developing tourism villages deserve attention, but the commitment to building supporting infrastructure for the tourism sector still shows significant shortcomings. Although various initiatives have been made to advance tourism villages, a critical issue that continues to be a concern is the poor condition of access roads, which is a vital component for the smooth operation and success of the tourism sector. This issue, particularly concerning access roads to tourist attractions, indicates a discrepancy between development plans and field realization. A concrete example of this problem can be seen in the access road to the Cikormoy hot spring tourist site in Kadubungbang Village. The road, which has been damaged for over a decade, is a major complaint from visitors, as revealed by Supandis, the Head of Kadubungbang Village, in an interview with Tangerang Online. According to Supandis, complaints about the damaged road have existed for about 15 years, and attempts to report the issue to the authorities have not yielded results. This highlights the local government's inability to address and resolve infrastructure issues that hinder tourism growth.

Additional data from the Pandeglang Tourism Office's annual report shows that only 40% of tourism villages have adequate basic facilities, including road infrastructure. This condition indicates that despite efforts to advance the tourism sector, inadequate investment in infrastructure improvement and development remains a major obstacle. Poor road infrastructure not only reduces tourist comfort but also has the potential to lower interest and visitation, which can negatively impact the local economy and the potential development of tourism villages. Overall, there seems to be an urgent need for the Pandeglang Regency Government to enhance its commitment and investment in building infrastructure that supports the tourism sector. Improving access roads and basic facilities should be a priority to optimally utilize tourism village potential and ensure that tourism growth provides significant economic benefits to the local community.

**Table 3:** Analysis of Infrastructure Challenges and Needs

Aspect	Details
General Condition	The Pandeglang Regency's efforts in developing tourism villages are commendable, but there are shortcomings in tourism infrastructure

Aspect	Details
	development.
Critical Issue	Poor access road conditions are a major issue, hindering the smooth operation and success of the tourism sector.
Case Example	Access road to Cikormoy hot spring tourist site in Kadubungbang Village has been damaged for over a decade.
Tourist Complaints	Major complaint from tourists regarding damaged road conditions, reported for about 15 years.
Government Actions	Reporting attempts to authorities have not yielded results, indicating the local government's inability to address this issue.
Infrastructure Data	Data from the Pandeglang Tourism Office shows that only 40% of tourism villages have adequate basic facilities, including road infrastructure.
Impact of Poor Infrastructure	Poor road conditions reduce tourist comfort, lower visitation interest, and negatively impact the local economy.
Urgent Need	The Pandeglang Regency Government needs to increase commitment and investment in infrastructure development, including road access and basic facilities.

Source: Data processed by researcher 2024

## CONCLUSIONS

Sustainable tourism policies in Pandeglang Regency need to be optimized to maximize opportunities and address threats to tourist villages. The local government must focus on improving infrastructure and facilities, developing human resources, and strengthening the promotion and marketing of tourist villages. To enhance the quality and attractiveness of tourist villages, the local government must demonstrate a strong commitment by maximizing the budget and allocation for the tourism sector. This includes improving road access, street lighting, and other supporting facilities for tourist attractions. Community awareness and motivation are key assets in the establishment and management of tourist villages. Training and mentoring for tourism village communities are necessary to enhance human resource quality in tourism management. Promotion and marketing efforts should be more vigorous and creative to attract tourists and introduce tourist attractions more broadly. Tourist village development must consider environmental, social, cultural, and economic aspects to ensure the sustainability of tourist villages in the future. With cooperation and synergy from all parties, tourist villages in Pandeglang Regency can develop into attractive and competitive tourist destinations.

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