

Study of Social Carrying Capacity in The Development of Tanjung Lesung as a Sustainable Tourist Destination

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ABSTRACT

Tanjung Lesung is one developing tourism destination, that prepares infrastructure for accessibility. It is in Tanjung Jaya village and is an agricultural area, with people whose main livelihood is from the agricultural sector. The change in the community's main livelihood from agriculture to the tourism industry requires community development and assistance. This study aims to provide an overview of the socio-economic aspects of the Tanjung Lesung community and provide an overview of tourism development. Qualitative methods were used in this paper, using deliberate sampling, interviews, and observations. The field observations found that the people of Tanjung Lesung are an agricultural community that has begun to shift to tourism businesses. For people's livelihoods, they have tried to start doing business in the tourism industry, especially with the support from the Cikadu Edutourism Center.

Keywords: Social Economy, Tourism Development, Tourist Destination, Agriculture

INTRODUCTION

The Tanjung Lesung Special Economic Zone (SEZ) is the first Tourism SEZ of 10 SEZs in Indonesia inaugurated by President Jokowi and has been operating since February 2015. According to PP No 26/2012, Tanjung Lesung is part of the central government's domestic economic development. Many new attraction arenas such as theme parks, marinas, and other attractions will be erected on a 1500-hectare site accessible by toll road, airport, and sea. The President immediately targeted accelerating accessibility from Jakarta to Tanjung Lesung by building a new toll road, Serang-Panimbang of 84 km. Section-1 was planned to operate at the end of 2021, with a toll road of 26.5 km, and was projected that by 2022 the toll road will have been opened until Panimbang. It is estimated that it will only take 2 hours to travel from Jakarta to Tanjung Lesung. The Tanjung Lesung SEZ is in the territory of Tanjung Jaya village which is included in the Panimbang sub-district, Pandeglang District, Banten province (BPS, 2016). Tanjung Lesung is a coastal area on the west coast of Java island which is already famous for its coastal tourism, such as Anyer beach, Labuan beach, and Carita beach. It has the potential to be developed because the distribution of Indonesia's population is mostly concentrated in the western part of the island of Java and Banten province. Moreover, it is close to the capital city of the state, DKI Jakarta. Jababeka is currently building a hotel, Mongolian culture center, and golf course with more to come in the near future. Tanjung Lesung has also become a popular starting point for visitors to Ujung Kulon National Park and Krakatau Island (Kismartini, 2020).

The proposer and builder of the Tanjung Lesung SEZ are PT Banten West Java Tourism Development (BWJ). The SEZ was officially operated on February 23, 2015, marked by the groundbreaking of the Marina area and the cruise terminal. BWJ as a subsidiary of Jababeka Group introduced the Tanjung Lesung SEZ with a new vision called "Seaside Township". This vision follows the change of Jababeka Group to sharpen its corporate value by changing its vision to build a new city in Indonesia (Tanjung Lesung, n.d.). Within the Tanjung Lesung SEZ, there are several supporting facilities such as Tanjung Lesung Beach Hotel, Kalicaa Villa Estate, Bluefish Hotel, Sailing Club and Resort, and Legon Dadap Village. Tanjung Jaya village intent to be one of Bali's tourist destinations in Indonesia. Its natural view is magnificent and unique and has high potential to offer as a tourist destination. This is in line with Nurlaila's (2020) statement who says that the development of tourist destinations is one way to make the environment more advanced, good, and useful for all groups. Therefore, those kinds of facilities are needed to support tourism. Despite that, before the development, this area is an agricultural area with the people's main livelihood being an agricultural business. The shifting behavior of people in Tanjung Jaya village from agriculture to tourism industries needs to improve. Capacity building for the society in running tourism industries becomes the first and critical consideration.

The development focused on the Tanjung Lesung SEZ, making the buffer zone only an entrance for tourists. The Buffer Zone was developed to make tourist visits are not only concentrated in the core area. It is necessary to plan and develop the buffer zone to encourage economic growth. As Runtunuwu (2020) states that the existence of tourism development is one of the efforts to optimize regional income. At the same time, buffer zone tourism is managed by the community with minimal resources. Apart from being based on ecotourism, this area could be managed on a community basis. Even so, the community basis is not completely released but intervened by the Pandeglang Regency Government, as well as Banten Province. The optimization of its management includes the surrounding community and local tourism awareness groups (Pokdarwis).

Developing Tanjung Lesung as a tourism destination needs to be planned sustainably. In making the development strategy for Tanjung Lesung sustainable tourism action plan could integrate with the tourism carrying capacity methodology (Candia, Pirlone, & Spadaro, 2020). Social carrying capacity based on Regulation No 10 of 1992 is the ability of humans and different population groups to live together as one society in a harmonious, balanced, orderly, and safe manner. This implies that social carrying capacity is the ability of the community to live together and can improve their socio-economic capabilities. There are three important things in society, namely the ability of humans in the community, the interaction, and the effect of the ability on the interaction (Faturachman & Widyaningrum, 1993). This paper's objectives are to provide an overview of the socio-economic aspects of the Tanjung Lesung community and provide an overview of the Tanjung Lesung community in tourism development.

LITERATURE REVIEW

Tourism offers job opportunities, regional and local investment, trade possibilities for local residents, and assists other economic sectors within a tourist zone (Lin & Mao, 2015; Pappas, 2014; Ryan, 2003). Tourism development positively and negatively impacts both host communities and tourists. Tourism's social and cultural nature leads to a socio-cultural change in local communities. The greatest visitor population in a region where travelers still feel comfortable and uncrowded is referred to as social carrying capacity (Ritchie & Crouch, 1993). According to Saveriades (2000), the social carrying capacity is the greatest amount of usage that a region can absorb without causing an unacceptable reduction in the quality of experience for visitors or having an unacceptably harmful influence on the area's community. The two components of social carrying capacity are:

1. The quality of experience that visitors will accept before seeking alternative destinations (i.e., the tourists' psychological carrying capacity).
2. The host population's tolerance of the presence of tourists (i.e., the residents' psychological carrying capacity).

From the perspective of visitors, social carrying capacity can be defined objectively as the host population's tolerance for the presence and behavior of tourists in the destination region; or subjectively as the degree of crowding users (tourists) are willing to accept other tourists (Reilly, 1986). Wagar (1964) defined carrying capacity as the "amount of recreational usage a region can tolerate while maintaining a consistent quality of enjoyment." The awareness of at least two components of carrying capacity, a quality environment, and a quality leisure experience, was implicit in this term as well as other literature at the time. According to Butler (2006), when a destination's carrying capacity is achieved, it ceases to be desirable for new and repeat business, resulting in a decrease in tourist arrivals. Backer (2015) suggested five tourist risk variables that influence tourism inside a place. These include war and political unrest, health difficulties, crime, terrorism, and environmental disasters. The impact of these elements may be felt at any point in the tourist cycle, from source through transit areas, destination, and back to the source.

External influences comprise circumstances in the area, the social structure, motivation, actions, perception, and cognition of tourism stakeholders (e.g. weather). All of this should be considered in light of the time factor, such as the history of the development of the given area, its previous tourism burden, and its season (Zelenka & Kaceti, 2014). The focus of social carrying capacity research has shifted from the consequences of user numbers to the social, psychological, and environmental elements that influence density

assessments (Altman, 1975; Gramann, 1982). Shelby and Heberlein (1984) created a model of social carrying capacity that included both descriptive and prescriptive elements. The former focuses on facts, while the latter focuses on more subjective characteristics. Therefore the descriptive emphasis detects a specific carrying circumstance while the prescriptive focus is on the warning signal. This signal will suggest the need for those in charge of the tourist site to mitigate the adverse effects of a tourist overload. Tokarchuk, Roberto, and Oswin (2021), estimating the social carrying capacity from the supply side, provides policymakers with a tool for the early identification of over-tourism.

RESEARCH METHOD

This paper was conducted at Tanjung Lesung, Tanjung Jaya village, Banten Province. The population was the people of the Tanjung Lesung area and the sample was purposive. The data collection method was observation and interview. There are 3 informants taken as data collection. One person from Cikadu Edutourism, one person from bamboo craft producers, and the last one is a wood craftsman. The other method used in collecting data was observed. The observation was done in about 4 days. The researchers stay among society and joined their daily activities. The data was then analyzed descriptively to show the social carrying capacity of the society of Tanjung Lesung.

RESULTS

The interview with the first informant revealed that people in Tanjung Jaya village welcome the development of the tourism industry in their area. The limited knowledge in running a business, especially the tourism business, has prevented the residents from starting a tourism business. However, they try to obtain local resources to be developed into tourism businesses. They attempt to activate the tourism business through Pokdarwis (Tourism Awareness Groups) prioritizing village youth given tourism business ideas.

The second informant runs his business activities producing bamboo handicrafts. His bamboo raw materials are obtained from the village as it abundant bamboo trees that continue to grow widely. He said the bamboo souvenir crafts were produced only to meet the orders. They are marketed by Cikadu Edu tourism. During the pandemic, a lot of tourism development in the region was severely hampered. To maintain its sustainability he sold honey in bottles made of woven bamboo wrappers. Society believed that the infrastructure support for tourism development is minimal.

The third informant said finding good wood material is getting a lot harder. That is because the forest near this village is a production forest owned by a public company. Therefore, he needs to buy wood in a big amount (at least one truck) from this group. He does not have enough money to buy the wood, so the production is just for ordered products. Moreover, one of the main problems is the preparation treatment for the wood itself. The wood must be in dry and compact condition with no cracks because of unstable temperature. In that case, he dries the wood using the sunlight which occasionally takes a lot of time and does not spread well. The quality of wood as a raw material will impact the quality of woodcraft. He said that making products of the same size is another challenge. The wood material is sometimes not in good shape and size which becomes a problem in producing mass production. Therefore, he only produces the woodcraft

based on an order from the consumer. The Cikadu Edu tourism is one of his routine consumers, especially during the pandemic.

At first, Tanjung Jaya village is an agricultural village with paddy as the main plant to cultivate. Not only that, but coconut is also a cultivation plant in this village that grows well with minimum maintenance. However, there are some changes due to tourism development from agricultural purposes become a hotel, restaurants, or other tourist spots.

DISCUSSION

In developing tourism destinations, the carrying capacity would support the amenities and facilities that offer by the environment, physically and socially. Research from Ye, Jaepil, Fen, and Xihua (2020) created an early warning indicator system for tourism carrying capacity from three aspects, nature, economy, and society. They found that the early warning status of China's island city's tourism carrying capacity is generally on the rise. The natural carrying capacity system's early warning situation is deteriorated, which is in the state of severe warning interval. The rising of economic carrying capacity and social carrying capacity happen and the warning degree is from the super to the severe and then to moderate warning degree. The early warning index from 2019 to 2020 forecast of the overall tourism carrying capacity showed an upward trend and a moderate warning interval. In accordance with the contribution status of the subsystem to the total system, the Chinese island cities show regional differences in the northern, central, and southern areas, showing two forms of pressure cities and pressure-carrying cities.

The human ability to face various challenges, especially those related to existing limitations, can be seen individually or communally. Human fulfills their need by seeing the environment's support and utilizing it. One thing that must be considered in looking at human abilities is the influence of the social environment, which is impossible to analyze the ability of the individual without looking at the social context. Thus social interaction itself affects the ability of humans and the social groups involved. Such as in developing Toba Lake as a tourism destination, there are several potential social conflicts especially in using water as a resource. These conflicts occurred between tourism actors and caged fish aquaculture (KJA). Ensuring the quality of Lake Toba's water, monitoring the pollution in Lake Toba become very important and have a high urgency (Tanjung & Hutagaol, 2019). The conflict in the use of natural resources would arise. Otherwise, there is no competition in obtaining existing resources. The increase in the number of humans itself will cause problems. The number of people being in the same place, cities, and tourism destinations could increase the competition among them in getting environmental facilities. Like Camino de Santiago's French Way showed that overcrowded and reveal problems and early changes that may affect the itinerary in the long run (Duque & Nuria, 2018). The balance between ability and the load or pressure from the environment will have the best effect. If the pressure increases while the ability does not increase, there will be a negative effect. Likewise, if the pressure is too light while the ability is high enough, it will also produce a negative effect. The forms of negative effects include maladaptive behavior and the emergence of bad feelings. These two effects are closely related to each other. Simultaneously, there is often less normative behavior that follows bad feelings. The behavior itself by psychologists is often referred to as an attempt to maintain a balance so that these unpleasant feelings return to balance. The environmental carrying capacity works as a sustainable method not to exceed the environmental limits of nature reserves or in other words, the number of

visitors does not exceed the maximum allowed for visiting the reserve (Moukhtar, Ibrahim, Seoud, & Mostafa, 2020).

So far, the analysis of various human abilities is still limited to individual analysis. If this ability is associated with the process of social interaction, it will certainly lead to different dynamics. In the previous section, human abilities can be more efficient in social institutions. The process of social interaction as the second aspect is the concept of social capacity that is probably more complicated than understanding human abilities since in social interaction many parties involved determine the process and its effects. Each party certainly has its own strengths. Estimating the social carrying capacity of society in developing the tourism industry might put in critical need. Longitudinal studies will permit the identification of the dynamics of the benefits of tourism growth for a local community (Tokarchuk, Roberto, & Iswin, 2021). When the strengths are then combined with patterns of interaction, it will become more complex.

In the process of social interaction, it cannot be separated from the social power of the parties involved. In a conflict situation, who will win the conflict is greatly influenced by the power they have. Economic power possessed by a group of people, for example, often makes groups that do not have the power loss in interactions, especially those in the form of conflict. News of a labor strike that ended in the dismissal of workers is one example. They are economically very weak in position, yet putting an effort to increase economic strength by asking the company to increase wages results in a further weakening of their position. Those who are economically weak are often not protected by those who have power over others, such as politicians, thereby weakening the position of this group.

In Tanjung Jaya village, some people already running a tourism business and earning a profit from it even though it's not their main income. The agriculture sector is still their main income, and the tourism business is only a sideline. Agriculture activities build stable and continuous interaction in society. The form of social interaction can also be seen from the point of view of the working relationship. The pattern of working relationships that are often dichotomous is cooperation and competition. The dynamics of the relationship in each form of interaction are certainly different. It is often emphasized that in cooperation the priority is the harmony of working relations. The dynamics of competitive relationships adhere to the rules of the game that do not emphasize the harmony of socio-emotional relationships but the results that can be achieved by the superior party. So far there is a hypothesis that states social harmony is more difficult to achieve in competitive relationship patterns (Faturochman & Widyaningrum, 1993). However, it needs to be analyzed again whenever this opinion applies. With the emergence of a trend towards an increasingly competitive relationship pattern, it can be studied whether it also creates an increasingly negative social impact.

The changing of economic activities from agriculture to tourism could impact to psychology carrying capacity of the local people. Research by Kwon, Jihyun, Jiyoung, and Chan (2021) find that a semantic differential scale was used to elicit adjectives to assess the carrying capacity of residents to adapt. This was correlated with a classification of the resident's awareness of the changes. A space improvement index was developed to verify whether an improvement in the physical space will change the psychological carrying capacity of residents. A space improvement simulation indicated the changes in carrying capacity based on the improvement of space. Finally, the key factors for each space type and proposed strategies to mitigate the impact of the tourism industry.

Showing the potential and promising profit from the tourism sector combined with agriculture activities could open the mindset of the society in the buffer zone of SEZ Tanjung Lesung. Some potential tourism activities could develop from agriculture activities, such as organic agriculture activities, wetland agriculture activities. People in this area are already used to running agriculture activities, improving and adding sustainable value can make these activities become tourism activities.

CONCLUSION

From the study above, it can be concluded that the community in the Tanjung Lesung SEZ buffer area has the awareness to do business in the tourism industry. Moreover, the shift from agriculture livelihood to the tourism industry is already working properly. Even so, it needs training and coaching from other parties to improve efficiency and increase profit. Besides that, the social value among society is strong enough to unite the society and increase the collaboration among them although empowerment and assistance efforts are still very much needed. For future research, the researchers suggest doing an investigation that compares destinations to explore the determinants of the impacts, positive and negative, of tourism on residents' lives in different conditions.

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