

ABSTRACT

This study aims to examine and analyze the current circumstances in coastal destinations of the Sekotong area, as well as possible strategies for the development of sustainable coastal tourism in this area. This research was conducted by using a qualitative approach where data was collected through field observations and interviews with several relevant stakeholders. The location of this research was focused on four villages with five destinations that represent the condition of coastal tourism in the area, namely Bagek Kembar Mangrove Ecotourism, Tanjung Batu - Sekotong Tengah Mangrove, Elak-Elak Beach, Goa Landak Beach, and Orong Bukal. A total of 15 informants were interviewed from the NTB Provincial Tourism Office, West Lombok Tourism Office, Travel Association (ASITA), Travel Agents, Community Figures, and tourism operators at five destinations of the research location. Based on the results of observations and interviews, it was found that four main problems from the implementation of coastal tourism in the Sekotong area are the lack of the 3A aspects (Amenities, Accessibility, and Attractions), synchronization and coordination among stakeholders, the low quality of managing human resources, waste management and traditional small-scale gold mining issues. Following up on existing problems, a more effective management strategy involving coordination and synchronization among stakeholders (government, society, and industry) is crucial to be involved through three phases, namely concept preparation, potential development, and potential optimization. Limitations in testing the effectiveness of the strategy need to be followed up with those three phases by involving all stakeholders so that can be evaluated and be useful in developing sustainable coastal tourism in the Sekotong area.

Keywords: Coastal Tourism, Sekotong, stakeholders, three phases

ABSTRAK

Penelitian ini bertujuan untuk mengkaji dan menganalisis kondisi pengembangan pariwisata pesisir Sekotong, serta strategi pengembangan pariwisata pesisir yang berkelanjutan di kawasan Sekotong. Penelitian ini dilakukan dengan pendekatan kualitatif melalui observasi lapangan dan wawancara kepada beberapa pemangku kepentingan terkait. Lokasi penelitian difokuskan pada empat desa dengan lima destinasi yang mewakili kondisi wisata pantai di kawasan tersebut, yaitu Ekowisata Mangrove Bagek Kembar, Mangrove Tanjung Batu - Sekotong Tengah, Pantai Elak-Elak, Pantai Goa Landak, dan Orong Bukal. Sebanyak 15 informan telah diwawancarai berasal dari Dinas Pariwisata Provinsi NTB, Dinas Pariwisata Lombok Barat, Travel Association (ASITA), Travel Agent, Tokoh Masyarakat, dan pengelola di lima destinasi wisata di Kawasan Sekotong. Berdasarkan hasil observasi dan wawancara ditemukan empat permasalahan pokok yang muncul dari penyelenggaraan wisata pantai di kawasan Sekotong, yaitu belum lengkapnya aspek 3A (Amenitas, Aksesibilitas, dan Atraksi), kurangnya sinkronisasi dan koordinasi dengan pihak-pihak yang terkait, kurangnya tata kelola dan kelembagaan lainnya, rendahnya kualitas pengelolaan sumber daya manusia, pengelolaan limbah dan permasalahan pertambangan emas tradisional skala kecil. Menindaklanjuti permasalahan yang ada, strategi pengelolaan yang lebih efektif yang melibatkan koordinasi dan sinkronisasi antar pemangku kepentingan (pemerintah, masyarakat, dan industri) sangat penting melalui tiga fase, yaitu penyiapan konsep, pengembangan potensi, dan optimalisasi potensi. Keterbatasan dalam menguji efektivitas strategi perlu ditindaklanjuti melalui tiga fase tersebut dengan melibatkan seluruh pemangku kepentingan agar dapat dievaluasi dan berguna dalam pengembangan wisata pantai berkelanjutan di kawasan Sekotong.

Kata Kunci: Pariwisata Pesisir, Sekotong, pemangku kepentingan, tiga fase