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Analysis Of The Economic Capacity Of Tourism Destinations On The South Coast Of East Java

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Abstract:

This study aims to analyze the economic capacity of tourism destinations on the south coast of East Java. Using a mixed-method approach, this research combines quantitative and qualitative analyses to assess economic potential, environmental carrying capacity, and stakeholder perceptions. The results indicate that tourism destinations on the south coast of East Java have significant economic potential but still face challenges in terms of infrastructure, environmental management, and inter-stakeholder coordination. This study provides recommendations for developing sustainable economic capacity of tourism destinations.

Keywords: economic capacity, tourism destinations, south coast of East Java, sustainable tourism.

I. Introduction

The south coast of East Java possesses immense tourism potential with its natural beauty, biodiversity, and unique cultural richness. However, the development of the tourism sector in this region still faces various challenges, including limited infrastructure, environmental degradation, and uneven distribution of economic benefits to local communities.

Analysis of the economic capacity of tourism destinations becomes crucial to understand the potential and limitations in developing sustainable tourism. Economic capacity in this context refers to the ability of a tourism destination to generate optimal economic benefits without sacrificing environmental and socio-cultural aspects (Butler, 2011).

This study aims to:

1. Identify and measure indicators of economic capacity of tourism destinations on the south coast of East Java.
2. Analyze factors influencing the economic capacity of these tourism destinations.
3. Formulate recommendations to enhance the economic capacity of tourism destinations sustainably.

According to Dwyer and Kim (2003), the economic capacity of tourism destinations encompasses aspects such as tourism infrastructure, human resource quality, private sector investment, and government policy support. Ritchie and Crouch (2003) add the importance of innovation and diversification of tourism products in increasing the economic competitiveness of destinations.

UNWTO (2013) defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". In the context of coastal areas, Orams (1999) emphasizes the importance of environmental impact management and local community involvement in tourism development.

Previous research by Sumarmi et al. (2020) shows that the development of tourism destinations in East Java still faces challenges in terms of accessibility, service quality, and environmental management. Widagdyo (2017) found that synergy among stakeholders is key in optimizing the economic potential of tourism in this region.

II. Legal Materials and Methods

This study employs a mixed-method approach, combining quantitative and qualitative methods.

The research was conducted at five major tourism destinations on the south coast of East Java: Balekambang Beach (Malang), Papuma Beach (Jember), Plengkung Beach (Banyuwangi), Prigi Beach (Trenggalek), and Teleng Ria Beach (Pacitan).

Data Collection:

- Primary data: survey of 250 tourists, in-depth interviews with 25 stakeholders (local government, tourism business actors, and community leaders), and field observations.
- Secondary data: policy documents, tourism statistics reports, and related literature studies.

Data Analysis:

- Quantitative analysis: descriptive statistics and multiple regression analysis to measure economic capacity indicators and factors influencing them.
- Qualitative analysis: thematic analysis of interview results and observations to understand stakeholder perceptions and local context.

III. Result and Discussion

Profile of Tourism Destinations

The five studied tourism destinations show variations in terms of tourist visits, available facilities, and development levels. Balekambang Beach and Papuma Beach have the highest number of visits, while Plengkung Beach excels in terms of international tourists.

Economic Capacity Indicators

Analysis of economic capacity indicators shows the following results:

- a) Tourism sector income: contribution to GRDP ranges from 5-12% in related regencies.
- b) Employment absorption: the tourism sector absorbs 8-15% of local workforce.
- c) Multiplier effect: every IDR 1 million of tourist expenditure generates an economic multiplier effect of 1.5-2.3 times.
- d) Private sector investment: increasing trend, especially in accommodation and culinary sectors.

Factors Influencing Economic Capacity

Multiple regression analysis shows that the following factors significantly influence the economic capacity of tourism destinations:

- a) Infrastructure quality ($\beta = 0.42, p < 0.01$)
- b) Diversification of tourist attractions ($\beta = 0.38, p < 0.01$)
- c) Human resource quality ($\beta = 0.35, p < 0.05$)
- d) Local government policy support ($\beta = 0.29, p < 0.05$)

Stakeholder Perceptions

Thematic analysis of stakeholder interviews reveals several main themes:

- a) Need for infrastructure improvement, especially accessibility and supporting facilities.
- b) Importance of environmental preservation and local culture in tourism development.
- c) Challenges in inter-sector and inter-local government coordination.
- d) Potential for ecotourism and community-based tourism development.

Discussion

The research results show that tourism destinations on the south coast of East Java have significant economic potential, but it has not been fully optimized. Infrastructure quality and diversification of tourist attractions are key factors in increasing economic capacity.

These findings are in line with Dwyer and Kim's (2003) research on the importance of infrastructure in tourism destination competitiveness. However, this study also reveals the importance of sustainability aspects and local community involvement, supporting the concept of sustainable tourism (UNWTO, 2013).

The challenge of inter-stakeholder coordination found in this study confirms Widagdyo's (2017) findings on the importance of synergy in tourism development in East Java. An integrated approach involving government, private sector, and communities is needed to sustainably increase the economic capacity of tourism destinations.

Conclusion

This study concludes that tourism destinations on the south coast of East Java have great economic capacity potential, but still face challenges in optimizing it. Key factors include infrastructure quality, diversification of tourist attractions, human resource quality, and policy support.

This study concludes that tourism destinations on the south coast of East Java have great economic capacity potential, but still face challenges in optimizing it. Key factors include infrastructure quality, diversification of tourist attractions, human resource quality, and policy support. To sustainably increase the economic capacity of tourism destinations, the following are required:

1. Infrastructure investment that considers environmental carrying capacity.
2. Development of innovative tourism products based on local wisdom.
3. Enhancement of human resource capacity through training and competency certification.
4. Strengthening inter-stakeholder coordination in planning and implementing tourism policies.
5. Implementation of sustainable tourism principles in every aspect of destination development.

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