

# Socio economic tourism

*by* Faurani Singagerda

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# **THE SOCIO-ECONOMIC DEVELOPMENT OF COASTAL TOURISM OBJECT EVIDENCE FROM LAMPUNG PROVINCE, INDONESIA**

**Singagerda Faurani Santi\*, Asmaria**

[fsingagerda@gmail.com](mailto:fsingagerda@gmail.com)

*Faculty of Economics, University of Sang Bumi Ruwa Jurai , Bandar Lampung, Indonesia*

*Faculty of Social Science, University of Sang Bumi Ruwa Jurai, Bandar Lampung, Indonesia*

## **ABSTRACT**

The study aims to determine the socio-economic impacts of tourism development Mutun Beach District of Padang Cermin, Pesawaran, Indonesia. The main problem in this research is how to increase the business, income, and employment in Mutun Beach.

This type of research is quantitative descriptive research that is research that describes phenomena that occur in the community, especially local people that are around Mutun as a research object while the subjects to be studied is businesses and people around the Mutun Beach. The population in this study is the number of visitors, revenue, and number of parking stalls at Mutun Beach tourist area of Padang Cermin. Samples used in this study is a population of approximately and businesses in the surrounding area of coastal tourism total 30 people. The analysis technique used is to test the validity, reliability and descriptive percentage.

The results showed that indicate business opportunities around Mutun Coast Tourism Attractions included in the high category. Local residents use this moment to trade, boat rental services, to become employees of Coastal Tourism Object. Increase in visitors after the renovation Mutun Beach Tourism Object actually able to increase visitors. In addition to the impact on the rising income of people working around the beach Mutun, the increase in visitors also have a positive effect on revenue districts of Central Peswaran in the tourism sector. The average income of sellers around Mutun beach 200 percent, especially on weekends and summer holidays. It is also known that the construction of the Mutun managed to absorb a lot of labor. So generally there is a socio-economic change in people around Mutun Beach.

Keywords: Economic Development, Social Impact, Tourism

## **1. INTRODUCTION**

The development of tourism is one of government efforts to economic growth, because of tourism

development capable of reducing unemployment increase business opportunities and revenue, as well as natural and cultural introduce Indonesia to international. Through the implementation of government policies in efforts to achieve regional autonomy that is more real, dynamic and responsible, then the tourism development efforts will be increasingly important meaning and role in stimulating regional development in the future. This means the region must mobilize the optimal measures in order to explore and exploit the potential of tourism as a source of local revenue, particularly local people's revenue.

Development is a process to achieve better conditions compared to the previous condition. Strategy development towards industrialization in rural areas has been increasing fairly stable economic growth for a country. Theory of development by Todaro (1989) describes that development as a process of participation in all areas of social change in a society, with object making some progresses on social and economic life of society.

In addition to oil and gas sector, tourism sector also has an important role in the development of Indonesia, especially as foreign exchange (Lumaksono, 2011). It has encouraged the government to promote development in tourism sector. Besides being able to generate foreign exchange, tourism sector also has a strategic role in national development field of business and employment; increase household, and government incomes; encouraging the preservation, and development of national culture; broaden archipelago concepts, and nationality; also encourages growth of area, and environment (Singagerda, 2014).

Therefore the advancement of tourism and development of an area has a relationship of interdependence, it means that more advanced the tourism sector the greater contribution to be given the tourism sector to the government of region, and vice versa more advanced development of a region then of course available means and infrastructure that support the advancement of tourism.

Development is not only demonstrated by the achievement of national economic growth but more than that, the construction has a broader perspective. The social dimension often overlooked in economic growth approach actually got a strategic place in development. In addition to knowing how the impact of economic activity on the social life of the community, efforts aimed at changing the structure of the economy towards better also be taken into account in the development process. Thus, the development of tourism should be based on sustainability criteria which means it is integrated and organized efforts to improve quality of life by managing the supply, development, utilization and maintenance of sustainable resource.

On one hand, the existence of many travelers to provide feedback or foreign exchange for the region or the local community, because they spend the money that is brought to eat, drink, buy souvenirs and so on. Local communities indirectly feel the effects of the existing tourism. Beneficial impacts such as job creation, rising incomes, and increasing crowds. While on the other hand, adverse effects such as high prices of goods, damage to the surrounding area and the erosion of culture in regions / tourist area (Lumaksono, 2011).

Lampung is one of provinces in Indonesia which has many potential tourism object, consists of 2 cities and 13 districts where each district has different kinds of interesting tourism sights and attractions. Pesawaran District for example, has some interesting natural tourism object such as: Mount of Pesawaran, Mount of Betung, Kelagian Island, Pahawang Island, Tangkil Island, Klara Beach, Mutun Beach, Betung

Water Falls, Curup Sinar, Balak Island, Dewi Mandapa Beach, Legundi Island, Youth Camp Tahura, Ringgung Sari Beach, National Museum of Transmigration, and many more. Therefore, the development of tourism sector in Pesawaran must also be seen as a very important economic potential to support development in the region Pesawaran in particular and Lampung provinces in general. Tabel 1, will show the number of visitors/tourist in district of Pesawaran during 2015.

Table 1. Number of Visitors Rating (Domestic and Foreign) 2015

Tourism Objects	Visitors (people)
Mutun Beach (MS Town and Harun Jaya)	325.865
Klara Beach	66.772
Dewi Mandapa Beach	938
Sari Ringgung Beach	39.190
Kelagian Island	5.428
Pahawang Island	342.285
National Museum of Transmigration	1.596
Betung Water Falls	1.455
Curup Sari	914
Balak Island	3.776
Legundi Island	1.288
Youth Camp Tahura	8.422

Source: Pesarwaran Statistics Bureau Agency, 2016

Before developing of Mutun beach, the area is a mountainous region which is crossed by mountain climbers. Communities around region only works as a vegetable farmers. However, because of construction and development of coastal areas, has opened up many job opportunities for local people in order to further increase revenues as a service provider. Therefore, with the development of coastal resorts be able to improve the economic welfare of society so it is able to balance the development of tourism which refers to the concepts of sustainable development.

Based on the background described, some various issues on how business opportunities; and how the development can affect to welfare, and income of the people around Mutun. The purpose of this study is to describe the problems of economic and social that appear as disclosed on the problem.

## 2. LITERATURE

Impact can be defined as changes that occur in the environment due to human activities (Turner et.al, 1998). The impact of development projects on socio-economic aspects, especially for developing countries contained in the following components are defined as socio-economic indicators are: 1) employment 2)

development of the economic structure, namely the emergence of economic activities other as a result of project such as shops, stalls , restaurants, transportation and others, 3) an increase in people's income, 4) public health. 5) public perception. 6) increasing population, and so forth.

Meanwhile, social impact is some changes that occurs in humans and society caused by construction activities (Sudharto, 1995). Social impacts arise when there is activity: project, program or policy that is applied to a society. for these interventions affect the balance in a system of society, such influence can be positive or negative.

As social beings, humans have an incentive to establish relationships with others, humans have a social impulse. According to Cohen (1974), social interaction is a relationship between one individual with another individual where one individual can affect other individuals so that there is a relationship of mutual reciprocity.

Human social interaction is not separated from the social changes, which according Soemardjan (1991), social changes are all changes in social institutions in a society, which affects social system, including the values, attitudes and patterns of behavior among groups in society. The social change have characteristics as follows: a. no society stops evolving (dynamic), b. changes in one institution will lead to changes in other institutions, c. rapid change (revolution) can lead to disorganization in the group and are temporary, and d. social change does not only include material / spiritual course but includes both.

According to Soemrdjan (1991), various factors that affect social change can be characterized: (1) discovery of new (*innovations*) in the form of discovery is completely new and is a development or invention (a new discovery that has been recognized / patented), (2) dynamics of the population, (3 ) social conflicts, (4) rebellion, (5) war, (6) natural disasters, and (7) other cultural influences.

As well as other social and economic changes, the tourism sector in fact has a considerable impact on the various socio-economic changes (Mbaiwa, 2005). According Styliadis (2014) and Singagerda (2016), the impact of tourism on socio-economic conditions of local communities can be categorized into eight major groups namely: 1) impact on foreign exchange earnings, 2) impact on public revenues, 3) impact on employment, 4 ) impact on prices, 5) impact on the distribution of benefits / advantages, 6) impact on ownership and control, 7) impact on development in general, and 8) impact on government revenues. As for the impact of social and economic change on the tourism associated with condition, and social and economic situation of a society whereas, according to Maloney (2004), socio-economic conditions of society is the status, or position of a person in a group of people who are determined by type of economic activity, income, level education, type of dwelling, and positions in the organization.

Furthermore, Singagerda (2014) states that social change is a change that creates demand for tourism that also have an impact on demand for goods / services of tourism, infrastructure, and facilities supporting tourism activities; so in this case inevitably requires a physical activity such as infrastructure and non-physical such as policies which will bring up a development (Hasan, 2000).

Development arising out of the activities of travel (Lumaksono, 2011) and Singagerda (2014), so it will have an impact on the development of the tourism areas, where tourism development is in an area directly or indirectly related to the development and regional planning (Yoeti, 2005), The local area planning is a process, which is a process that includes the establishment of new institutions-institutions, the construction

industry - an alternative industrial repair existing workforce capacity to produce better products and services, the identification of new markets, transfer of knowledge and the development of company-companies, in which every effort of regional economic development has two key objectives increasing the types of employment opportunities for local communities. In an effort to achieve that goal, local governments and communities must be jointly taken the initiative of regional development. Therefore, local government and community participation and using the resources-resources necessary to design and build strong local economy. (Shaffer, 2006).

### 3. RESEARCH METHODOLOGY

This study is quantitative approach using descriptive methods. Thus, it will illustrate the social impact of economic development and social change in communities around the Mutun beach. Data collections were analyzed with descriptive analysis method to explain and describe some phenomena that are related to the problems examined.

In addition, this study also uses **primary data and secondary data**, where **primary data** were **obtained** or collected **from** visitors coming and workers in the tourist area and the local community (Singagerda, 2016). Secondary data was collected from the Central Bureau of Statistics and the Tourism Office District of Pesawaran.

The population in this study were 26 merchants in the area of tourism Mutun Beach (MS Town and Harun Jaya) Pesawaran District. The sample in this study is a population of around, and businesses around the area of Mutun. The sample in this study using area proportional random sampling, ie sampling based on their respective territories part of the sample drawn at random. The steps used in the technique of proportional area of random sampling are as follows: a) determining the population of each village, and b) determine the number of samples in each village by multiplying the number of populations in each village with a sample size, c) determining the overall sample or desired by adding samples of each village, and d) take from every village predetermined random sample, whereas the variables used in this research is variable business opportunities, income, and employment.

### 4. RESULTS AND DISCUSSION

Measuring the impact of social and economic development of Mutun beach, we use three indicators include business opportunities, increase income and employment, and the results obtained are as follows:

#### 1. Business Opportunities

Description of respondents' perception on business opportunities around object beach mutun after the holding of tourism development can be seen in the table 2.

Based on the obtained information table 2, respondents' perception on business opportunities in the surrounding Mutun after tourism development as follows: 10 respondents believed that business opportunities around objects were in very high category, 13 respondents believed that business opportunities around the tourism object Mutun were in high category, 3 respondents believed that business opportunities around Mutun wered in low category. For more details, here presented a bar chart perceptions of respondents about the business opportunities in Mutun coast. According to BPS Pesawaran District in

2014 is known to stand as much as 301 tourism business unit consisting of 74 business formal and non-formal business 227 (BPS Pesawaran District, 2016). This indicates that the development of tourist areas (including on Mutun beach) were able to open up business opportunities in the tourism sector or other sectors that support tourism activities.

Table 2. Description of Business Opportunities

Percentage Iof Interval	Criteria	Frequency	Percentage
81.25% < Score ≤ 100%	Very high	10	36.7%
62.5% < Score ≤ 81.25%	High	13	56.7%
43.75 % < Score ≤ 62.5%	Low	3	6.7%
25% < Score ≤ 43.75%	Very Low	0	0.0%
Total		26	100.0%

Source: by Author, (2016)

So by developing in Mutun coastal area, it will allow the emergence of socio-economic changes (Turner et.al, 1998). As Mbaiwa (2005), and Singagerda (2014) states that social change is a change that creates demand for tourism that also have an impact on demand for goods / services of tourism, infrastructure, and facilities supporting tourism activities.

## 2. Increasing of Income

Description of respondents' perception about increasing of income around Mutun beach after tourism development can be seen in table 3 as follows:

Table 3. Description of Increased Income

Percentage of Interval	Criteria	Frequency	Percentage
81.25% < Score ≤ 100%	Very High	5	26.7%
62.5% < Score ≤ 81.25%	High	8	46.7%
43.75 % < Score ≤ 62.5%	Low	3	26.7%
25% < Score ≤ 43.75%	Very Low	0	0.0%
Total		26	100.0%

Source: by Author, (2016)

Based on table 3, it is known that perception of respondents about increasing income around Mutun after tourism development as follows: 5 respondents said the increase in income around the tourism attractions was in category of extremely high, 8 respondents said the increase in revenue around the Mutun beach was included in the high category, three respondents said the increase in revenue around the object was in low

category.

The impact on the social economic indicators (Mason, 2003) and social system (Soemardjan, 1991), one of and which is the increase in income and idea (innovations). Even by Sudartha (1995) expressed a wide variety of development (in this case the development of the tourism sector) provide positive and negative impacts for local communities related to the balance of society. As for the positive impact generated is on the increase in income, purchasing power and prosperity of society itself, while the negative impact is the consumption patterns that tend to be consumptive due to the increasing purchasing power (Lumaksono, 2011).

So with the tourism activity will impact on regional economic growth (Pesawaran District) directly, where the tourism activities of the production sector of the tourism sector can contribute significantly to the economic growth of the region (Antara, 1999). Not only because of the tourism sector is an economic sector that is the multiplier effect for other sectors, but it also impact to increase of tourism activity both in the upstream sector of tourism (forward linkage) and the downstream sector of tourism (backward linkage) will positively impact to other sectors ( Singagerda, 2016), so the revenue in other sector are aslo increased.

**Regional Product Domestic Bruto  
per capita  
(at Constat Price 2010)**

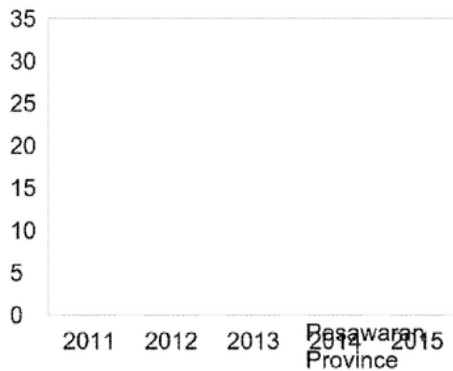


Figure 1.  
Regional Gross Domestic Product Per Capita District of Pesawaran, 2010



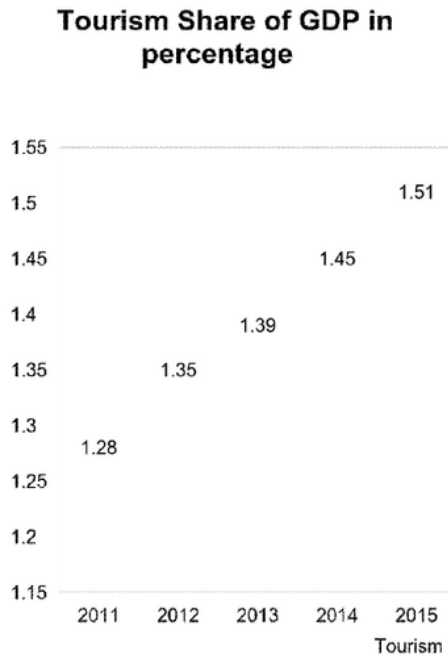


Figure 2.  
 Tourism Share of GDP Contribution

Results of the Central Bureau of Statistics of Pesawaran (Figure 1) shows that the increase in per capita income contribution of tourism sector (both Pesawaran district and Lampung province) to overall GDP also increased (Figure 2).

### 3. Employment Opportunities

Description of respondents' perception of employment around the Mutun beach after the holding of tourism development can be seen in Table 4 below.

Table 4. Description Of Project

Percentage of Interval	Criteria	Frequency	Percentage
81.25% < Score ≤ 100%	Very High	0	6.7%
62.5% < Score ≤ 81.25%	High	20	80.0%
43.75 % < Score ≤ 62.5%	Low	6	13.3%
25% < Score ≤ 43.75%	Very Low	0	0.0%

Total		26	100.0%
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Source: by Author, (2016)

Based on Table 4 shows that the perception of respondents on employment around the Mutun beach after the development of tourism as follows: 20 respondents said employment businesses around Mutun is high category, and 6 respondents said employment business around Mutun is low category. According to the Central Bureau of Statistics of Pesawaran number of workers absorbed in the tourism sector was 1,201 in the tourism industry are small and medium (BPS Pesawaran District, 2016) of the total labor force in the district as many as 416. 354 people in the same year. This means that the potential of the tourism sector in the district of bidding settings capable of absorbing 28.8 percent of the total workforce.

Their tourism development, will have an impact on the development of both physical and non-physical, directly or indirectly so related to the development and regional planning (Lumaksono, 2011). As for the regional planning area, is a process that includes the establishment of new institutions, the construction industry - an alternative industrial repair existing workforce capacity to produce better products and services (Shaffer, 2006). So inevitably will result in increased absorption employment both formal and informal employment. It also deals with employment in other sectors that support the tourism sector (Antara, 1999).

Generally, there are socio-economic changes in the society around Mutun beach post in renovations (Turner et.al, 1998). Now, after tourism development more people who derive their main income from selling around tourism, became an employee in the tourism, in keepers became a tour guide. Undeniably , increasing number of visitors to the Mutun beach many business property opportunities available, this triggers a rise in land prices is quite phenomenal in nearby Mutun, many investors want to buy land by offering irresistible prices landowner. This is where people take advantage of the moment to be land agencies in hopes of improving their socio-economic level. When the coast was still quiet local people work as farmers and fishermen now, they are keen to try his luck in the tourist area. Local people assumes many tourists make the Mutun beach as a promising place to earn a living, especially when the holidays come.

One characteristic is the multiplier effect of the tourism sector to the other sectors, so that with the development and growth of the tourist area (particularly in Mutun), indirectly will positively impact growth of other sectors (especially supporting sectors). So in this case, local governments should be able to plan and strategize carefully about the development of the tourism sector in region because it will impact directly or indirectly on overall regional development. So also with the impact of economic and social caused by the growth of the tourist area, because with the development of the region will affect the social and economic changes of local communities (Singagerda, 2014) both income, purchasing power and consumption, absorption employment, inflation, production, social structure and culture, natural environment, pollution, even habitual patterns and behavior.

## 5. CONCLUSION

Based on the research and discussion above, it can be concluded as the following results show the business opportunities around Mutun is in the high category. Communities around exploit this situation for trade, rental services vessels, as well as the tires up to become employees of Mutun beach, the increase in visitors after the renovation actually able to increase visitors, and affect increase in income, innovation product arised, development of employment. Not only employment in the tourism sector are absorbed, increase in turnover experienced traders around the beach also forced traders to add employees, gradually the number of unemployed around the beach began to decline. The decline in unemployment and increase in people's income turned out to have a positive impact on the socio-economic conditions of society informal, so the competition among fellow traders increasingly felt.

The implications associated with this research is to develop Mutun beach, firstable about cleanliness and naturally of the beach, and the sand beaches have become a tourist attraction that visitors have a desire to come back again. Starting from the number of visitors, this is the wheels of the economy is getting better and for the District government Pesawaran, should improve road conditions became the main access for tourists to get to the attractions, if necessary add a public transportation route through attractions so that visitors easily reach the destination and sales value also increased soil around tourism.

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