



## COMMUNITY BASED SUSTAINABLE TOURISM DEVELOPMENT IN THE DISTRICT OF EAST SUMBA

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### ABSTRACT

*It is undeniable that the writhing of tourism in East Sumba is the impact of electronic and digital media coverage of the determination of Nihiwatu beach as one of the most beautiful beaches in the world. As a newly developed tourist area this phenomenon is a momentum for the people's economic revival that must be immediately and accurately addressed by the Regional Government. This study aims to analyze the development of community-based sustainable tourism in Walakiri beach tourism objects located in Watumbaka Village, Pandawai sub District with aspects of the research of the role of the Regional Government and the economic impacts that occur at the Community level. The data analysis technique used is qualitative descriptive analysis and SWOT (strenghts, weakness, opportunity, and threat). The data used are secondary and primary data obtained by observation and interviews. Until now, Local Governments have not fully been able to implement sustainable tourism development programs due to the status of land ownership of some communities including commensurate beaches which hamper the tourism development spatial planning process. Therefore, the Regional Government and the Community need to design the concept of Sustainable Tourism Development which can accommodate the interests of all parties. The implementation of the Community Based Tourism (CBT) approach model can be an option for the sustainable tourism development approach that will be implemented.*

**Keywords:** *Sustainable Tourism, Sumba, Walakiri Beach*

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## 1. INTRODUCTION

In recent years the development of the tourism industry in Indonesia is increasingly developing and exciting. This is the impact of the rapid development of information and communication technology and cannot be separated from the support of the Government in developing the tourism sector as one of the pillars of the country's economy. One of Government support for the tourism sector is seen in the Presidential Regulation Number 21 Year 2016 on Visa Free Visit for 169 certain countries which aims to boost the number of foreign tourists coming to Indonesia.

In addition to the above, the Government's policy in accelerating the development process of the Eastern Indonesia region as stipulated in Presidential Regulation No. 56 of 2018 concerning the Acceleration of the Implementation of the National Strategic Project also helps in the development of national tourism where many new fascinating tourist objects are found. One of them is the Nihiwatu beach (Nihiwatu Beach) located in West Sumba Regency, East Nusa Tenggara Province (NTT) which ranks 17th most beautiful beaches in the world based on a poll conducted by CNN in 2015<sup>1</sup> and in 2017 was chosen as the best hotel world (World's Best Awards) by Travel + Leisure magazine<sup>2</sup>.

The impact of the news about Nihiwatu Beach and Resort as one of the most beautiful beaches in the world, greatly affects the development of tourism in East Sumba Regency. This can be seen from the data released by the Department of Tourism and Culture of East Sumba Regency which recorded an increase in the number of tourists visiting East Sumba in 2017 by 25,629 visits when compared to the number of tourist visits in the previous 3 years namely 15,844 visits (2014), 17,730 visits (2015) and 16,352 visits in 2016 (Department of Tourism and Culture of East Sumba Regency, 2018).

Along with the increase in the number of tourist visits in East Sumba, the presence of travel agents (tour & travel agency) further clarifies the phenomenon of tourism above. They call Sumba a newly discovered paradise and worth visiting. Jemmy Matalu (M, 40 years old) a travel agent from PT. Mitra Abadi Tours and Travel on an occasion with the Author in mid-October 2018, said that "Sumba Island has great tourism potential and has high selling value". East Sumba Tourism has 14 beach tourism objects, 18 natural tourism objects, 14 cultural tourism objects and 20 special interest tourism objects (Department of Tourism and Culture of East Sumba Regency, 2018).

East Sumba Regency has diverse tourism potentials such as natural tourism, artificial tourism, historical heritage as well as arts and cultural tourism. This is a capital for the development and tourism development in East Sumba Regency which is expected to support regional development. It is hoped that tourism development will not only prioritize aspects of income, but will also emphasize aspects of religion, culture, education and the environment.

From the above tourism phenomenon, the fundamental question is how to build and develop a tourism sector that can be relied upon for people's welfare? In Act No 10 of 2009 concerning Tourism in article 4 it is explained that tourism aims to a). Increase economic growth; b). Improve people's welfare; c). Eradicate poverty; and D). Overcoming unemployment.

As a newly developing tourist area, the concept of "Sustainable Tourism Development" is an appropriate concept in the process of tourism development in East Sumba. This is partly based on the state of the natural environment and the existence of the original culture of the "Marapu" community which is still natural and has not been eroded by modernization, which is an attraction for tourists that must be preserved. Therefore, the role of the government, the community and related parties (stakeholders) will determine the success of the process of sustainable tourism development.

The Regional Research and Development Agency (BALITBANGDA) of East Nusa Tenggara Province in 2018 conducted a study on Sustainable Cultural Tourism in East Sumba. This study uses a qualitative method with one of the objectives to determine the cause of the small contribution of the tourism economy to the community. The results of this study mention the factors causing the small contribution of the tourism economy to the community, namely: 1) The low quality of human resources who are aware of tourism, creative and skilled in utilizing tourism opportunities; 2) Lack of community development and empowerment programs related to tourism; 3) Limited facilities for tourism infrastructure; 4) Limited input of community craft production; 5) Tourism support sectors such as agriculture and animal husbandry have not been well developed and optimally empowered; and 6) Regulatory support related to fees charged to tourists has not been sufficient.

According to Law No. 10 of 2009 concerning Tourism, what is meant by tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, the Government and Local Government. Sustainable tourism development, as stated in the Sustainable Tourism Charter (1995) is development that can be supported ecologically as well as economically feasible, as well as ethically and socially just for the community. If examined carefully, the main objective of the development and development of sustainable tourism is the creation of an increase in the welfare of the local community. These goals will be achieved if the optimization of the potential utilization is realized in order to open up employment opportunities and business opportunities for the community.

The above was also confirmed in the Pacific Ministers Conference on Tourism and Environment in Maldives in 1997 that the principles of sustainable tourism include local welfare, job creation, conservation of natural resources, maintenance and improvement of quality of life, and inter and generational equity in distribution well-being. In summary, it can be said that the conference reaffirmed the principles of sustainable tourism development which included economic, environmental and cultural aspects.

The success of the process of sustainable tourism development is also very much determined by the management strategies applied to each tourism object in a single tourism area. This is due to differences in culture and environmental conditions. It is important to examine the possibility of applying Community Based Tourism (CBT) concepts or models. According to Nurhidayati (2007), CBT is tourism management that provides opportunities for local people to control and be involved in tourism management and development where people who are not directly involved in tourism businesses also get the benefit.

Evidence of the seriousness of the Government of East Sumba Regency in the development of the tourism sector can be seen from the Regional Tourism Development Master Plan (RIPPDA) of East Sumba Regency compiled under Law No. 10 of 2009 concerning Tourism which includes planning for the development of the tourism industry, tourism destinations, marketing and tourism institutions. The vision to be achieved from the preparation of the East Sumba Regency RIPPDA is "The realization of the East Sumba Regency as a regional and international maritime and cultural tourism area, competitive, sustainable, able to encourage regional development and community welfare". In realizing this vision, the tourism development mission that will be pursued includes: 1). Tourist destinations that are safe, comfortable, attractive, easy to reach, environmentally friendly, increase regional and community income, 2). Marketing tourism that is synergistic, superior and responsible for increasing tourist visits, 3). Tourism industry that is competitive, credible, drives business partnerships and is responsible for the natural and socio-cultural environment, and 4). Institutional organizations both government, regional government, private and community,

human resources, regulations and operational mechanisms that are effective and efficient in order to encourage the realization of sustainable tourism development (sustainable).

To achieve the vision and mission of the Regional Tourism Development Master Plan (RIPPDA) of East Sumba Regency, the objectives to be achieved are as follows: a) Improve the quality and quantity of tourism destinations; b) Communicate tourism destinations in East Sumba Regency by using marketing media effectively, efficiently and responsibly; c) Creating a tourism industry that is able to drive the regional economy; and d) Develop tourism institutions and tourism governance that are able to synergize the development of tourism destinations, tourism marketing and the tourism industry in a professional, effective and efficient manner. The targets to be achieved are: a) Increasing the number of foreign tourists visiting; b) Increasing the number of domestic tourist movements; c) Increasing the amount of revenue from regional visits from foreign tourists and the archipelago; d) Increase in the number of domestic tourist expenditure; and e) Increasing gross domestic products in the tourism sector.

RIPPDA of East Sumba Regency is an inseparable part of tourism in the Province of East Nusa Tenggara (NTT) which has a vision of developing tourism, namely the realization of East Nusa Tenggara as a competitive and contributory tourism destination for people's welfare. The outline of the mission carried out from the development of East Nusa Tenggara tourism includes: 1). Increase tourism promotion through the development of information systems that are easy to access, 2). Cross-sectoral cooperation to create a system and network of transportation and communication of all tourism objects as a whole, 3). Cross sectoral cooperation to provide adequate transportation and communication infrastructure, 4). Increase cross-governmental cooperation and develop regional tourism potential, 5). Encourage community and business community participation in supporting the development of tourism, and 6). Increase the readiness of the community actively and productively in tourism activities and businesses.

This research generally aims to analyze and study the process of sustainable tourism development in East Sumba Regency, especially in Walakiri beach tourism object, located in Watumbaka Village, Pandawai District. The specific objectives of this study are as follows:

1. Analyze and examine the role of the Regional Government in the process of sustainable tourism development in Walakiri Beach tourism objects.
2. Analyze and assess the economic impacts that occur at the community level.
3. Analyzing and examining the factors of strength, weakness, opportunities, and threats that Walakiri Beach tourism objects have.

Some things that underlie the importance of this research and at the same time the reasons for choosing Walakiri Beach as a case study are as follows:

1. Walakiri Beach is a regional tourism asset that needs to be maintained and has become a major tourist destination on Sumba.
2. As a newly developed tourist attraction, research and assessment needs to be done so that the development and tourism development program that will be carried out appropriately and directed.
3. Walakiri beach tourism is the main capital of the independent and reliable local community economic development besides the fisheries sector.

## **2. METHOD**

This study uses a qualitative descriptive approach based on primary and secondary data. The primary data used includes information about the role of the Regional Government in the process of sustainable tourism development and the economic impacts that occur at the Community level. The primary data was collected through in-depth observation and interview

techniques. Interviews were conducted with the Regional Government represented by civil servants who had strategic positions in the Tourism and Culture Office, Pandawai Sub-District Office and Watumbaka Village Head Office. In addition, interviews were also conducted with local people and tourists who were chosen at random. The collected data were analyzed using qualitative descriptive techniques and SWOT analysis (strengths, weaknesses, opportunities, threats) for tourism management in Walakiri Beach. The SWOT analysis matrix table divides the four quadrants of the strategy formulation that explains the synergy between the analysis factors, such as 1) The first quadrant explains the synergy of strength factors and opportunities factors that produce strategies that use power to exploit opportunities, 2) The second quadrant explains synergy strengths and threats factors that produce strategies that use strengths to overcome threats, 3) The third quadrant explains the synergy of weaknesses and threats factors that produce strategies that minimize weaknesses and avoid threats, 4) The fourth quadrant explains the synergy of weaknesses and opportunities that produce strategies that minimize weaknesses to take advantage of opportunities. The results of this study are expected to formulate a model for sustainable tourism development approaches that is suitable for environmental and community conditions in the research object.

### **3. RESULT AND DISCUSSION**

#### **3.1. The role of the Regional Government in the process of sustainable tourism development in Walakiri Beach tourism object.**

The vision and mission of the Regional Tourism Development Master Plan (RIPPDA) of East Sumba Regency in 2013-2032 is a reflection to see the role of the Regional Government in the process of development and development of the tourism sector in East Sumba Regency, namely the realization of East Sumba Regency as a marine and cultural tourism area that has regional and international class.

Walakiri beach tourism object as one of the main tourist destinations in Sumba deserves to be a maritime tourism area that has regional and international class. However, field observations illustrate that the Regional Government has not yet fully implemented the development process and the development of regional and international class tourism infrastructure. The attention of the Regional Government has only been limited to regional tourism promotion activities, namely the implementation of the 1001 horse parade festival and the Sumba ikat weaving which was held in Watumbaka Village, Pandawai District. This was confirmed by YR resource persons, men, civil servants at the Department of Tourism and Culture of East Sumba Regency who said that:

"The implementation of the development and tourism development program so far has not been sourced from the RIPPDA and, for example, Walakiri beach, which is one of the main tourist destinations, has not gotten a touch of development at all."

The description above illustrates that there are obstacles faced by the Regional Government in the stages of development planning and tourism development in Walakiri beach tourism. One of the obstacles faced is the ownership status of land owned by a number of residents of RW 01, Watumbaka sub-district which covers the equivalent of Walakiri beach. This was also stated by Resource Person TS, PNS at the Watumbaka Urban Village Head Office and NK Resources, PNS at the Pandawai Sub-District Office who stated that some residents already had land certificates covering the equivalent of the Walakiri beach. Therefore, to be able to determine the development planning and development of tourism, the problem of land controlled by some people needs to be solved wisely. This requires the active role of the Regional Government in mediating all related parties to agree and design tourism development concepts that can accommodate the interests of all parties. One approach model that can be

applied is the Community Based Tourism (CBT) approach where this approach emphasizes the active participation of the community in tourism management aimed at the welfare of all people both directly and not directly involved.

A similar study was conducted by Purnamasari (2011) on Community Development for Tourism in the Tourism Village of Toddabojo, South Sulawesi Province which aims to identify ways to improve the welfare of the people of Kampung Toddabojo through the concept of community empowerment in general. The main challenge is that there is not enough capacity in the community to independently be able to manage development in the area including tourism development. To achieve the intended purpose, the strategy of developing tourism products is to raise the original character of Toddabojo Village with the main focus on improving the quality of the community. The results of this study recommend the application of the Community Based Tourism (CBT) model in the development of tourism in the Toddabojo Tourism Village in South Sulawesi Province in supporting sustainable tourism development.

### **3.2. Analysis of the Economic Impacts of Walakiri Beach Tourism on the surrounding community**

Until now, Walakiri beach does not have a good tourism management system so that the economic impact has not been felt for all people. Management is still carried out individually and has not yet optimized all existing potential economic. In the writer's observation, there are 3 productive stalls that provide seafood and coconut water as well as providing bathroom and toilet use services while other creative businesses have not yet been found.

Most people around the Walakiri coast work as fishermen and with the increasing flow of tourist arrivals should be able to help increase the household income of residents around the Walakiri beach site. Author Interview with Resource X, the owner of one of the food stalls at the Walakiri beach tourism site, explained that the food stall business which is managed with his brother can reach a sales turnover of around Rp. 300.000 until Rp. 1.000.000 in a day and on holidays can reach Rp. 2,000,000. This shows that if the economic potential of Walakiri beach is properly utilized and managed will greatly affect the welfare of the community. Resource Person X also explained that the grilled fish served were fish caught by local residents who worked as fishermen while for coconuts they bought from the town of Waingapu. The source person also said that he had been working in Bali and had decided to return to Walakiri to try to open his own business.

During the interview with several local tourists, the question was also asked what are their suggestions and opinions about the economic opportunities of the people from the Walakiri coast. Below are some suggestions made:

Y, P, Bandung tourist, "The provision of playgrounds for children just like dufan playground in Ancol Jakarta and the provision of souvenirs typical of Sumba is an interesting thing that has a high economic impact for the community"

ML, L, local tourists, "Me and my co workers doing outbound activities for 2 days here and I propose to provide a special parking space for visitors' vehicles that are free of charge. This can help the citizens' economic income and the safety of visitors' vehicles. "

The observations and interviews with several speakers at the Walakiri beach location mentioned above indicate that tourism activities on the Walakiri beach have great economic potential for improving the welfare of the local community. To optimize the large economic impact for the community, the community based sustainable tourism development model can be the choice of application where the active participation of the community is crucial to the success of achieving the above objectives. The nine steps that must be done in developing community-

based tourism (community) written by Hamzah and Khalifah (2009) "Handbook on Community Based Tourism: How to Develop and Sustain CBT" in the book Model Community-Based Tourism Development in Ligarmukti Village (Prisilla et al. 2018) are 1) Assessing the needs and readiness of the community to enter the world of tourism, 2) Educating and preparing local communities to enter the tourism sector, 3) Identifying and shaping the leadership spirit of the local community so that leaders are called local champions, 4) Prepare and build community organizations, 5) Build partnerships, 6) Adopt integrated approaches through integration with overall development strategies and approaches, 7) Plan and design quality products, 8) Identify market demands and develop marketing strategies, and 9) Implement and monitor the performance.

### **3.3. Analysis of Strength, Weaknesses, Opportunities and Threats of Walakiri Beach Tourism**

#### **1) Strength**

The beauty of a very exotic beach and beautiful panoramic sunset is a strength and attraction for tourists. This is also supported by the strategic location and easy to reach, making this tourist attraction visited a lot. U resource person, Male, local tourist said, "In a holiday, my family and I often come here for recreation because of the beautiful beaches and close to the town of Waingapu"



Sumber : Betty Gunawan

Speaker K, male, a tour and guide driver said, "In the afternoon, the sunset panorama at Walakiri beach is very amazing, as if the sun goes down between mangrove crevices" and he also added that the time allocation for tourists being escorted to the location Walakiri beach is usually four o'clock in the afternoon to enjoy the sunset just before dusk. Walakiri Beach has become a major tourist destination on Sumba and has become one of the tourist menus sold by travel agents to tourists. This is a strength that can be utilized for the development of tourism in Sumba, especially Walakiri beach.



Sumber : @alexjourney.id

## 2) Weakness

Management of Walakiri beach tourism objects does not involve all the community and is still done individually. This is the cause of other problems such as beach cleanliness and safety problems. This can be seen from the scattered rubbish that still comes from tourists and rubbish carried by the waves.

The lack of supporting facilities and infrastructure such as parking lots and toilets / bathrooms that are adequate according to service quality standards is a problem that must be addressed by the Regional Government and the Community. If we look closely, providing adequate parking spaces and toilets / bathrooms can be a new source of income for the community.

In interviews with several informants, it was found that the land status in the Walakiri coastal area belonged to some communities. This is a problem that can hamper the process of sustainable tourism development that will be run by the Regional Government. When viewed from Law No. 1 of 2014 concerning Management of Coastal Areas and Small Islands. Article 1 paragraph 1 reads "Management of Coastal Areas and Small Islands is the coordination of planning, utilization, supervision, and control of coastal resources and small islands carried out by the Government and Regional Governments, between sectors, between terrestrial and marine ecosystems, and between science and management to improve people's welfare ". This is a mandate given to the Regional Government to be able to carry out the planning process of sustainable tourism development in Walakiri beach tourism object by involving the community and other related parties.

Hausler in Nurhidayati (2007) said "Community Based Tourism is an approach to tourism development that emphasizes local communities (both those directly involved in the tourism industry or not) in the form of providing opportunities (access) in the management and development of tourism which leads to empowerment politically through a more democratic life, including in the distribution of profits from tourism activities that are more equitable for local people ". Hausler's view is in line with Law No. 1 of 2014 concerning Management of Coastal Areas and Small Islands where the Government and Regional Governments act as coordinators in planning the process of sustainable tourism development aimed at the welfare of the people.

## 3) Opportunities

The development of information and digital technology is currently an opportunity for the development of the tourism sector in East Sumba Regency where the flow of information and tourism publications is increasing. In addition, the location of Walakiri beach that is easily accessible is an opportunity for increasing the flow of tourists visiting this tourist area which has an impact on the growth of micro-economic and creative



businesses in the community is increasing. Tourist visits usually occur a lot in the afternoon and on holidays.

Micro-economic and creative business opportunities for the community can be done by opening food stalls, providing parking services and playgrounds as a vehicle for entertainment, etc. In observations found three food stalls that provide food and drinks and two temporary food stalls that were built.



Some opinions of the public and tourists about the following opportunities:

**Y, P, archipelago tourists**, "Walakiri beach is a beautiful beach, many economic opportunities such as a playground for children just like the dufan playground in Ancol Jakarta"

**M, L, local tourist**, "My co workers and I carry out outbound activities here for two days by opening tents to sleep. The economic opportunity that can be done is the provision of food stalls and souvenirs typical of Sumba."

#### 4) Threats

The threats that often occur due to the development of the tourism sector are 1) damage to the environment and marine ecosystems caused by illegal logging of mangroves, 2) coastal abrasion, and 3) negative impacts from the outside which can fade the culture and customs of the community. This is a serious problem and a threat to the social life of the community.

Another thing that is a potential threat to the sustainability of tourism on the Walakiri coast is the status of land ownership owned by some communities which can lead to horizontal conflicts between communities originating from social jealousy. In addition, the potential sale of land to other parties by the community is also a threat, as said by Resource Person T, L, Watumbaka Village Chief as follows:

"Land ownership, including commensurate beach tourism owned by the community, already has a certificate and sales can occur to other people. This incident has occurred in the Laipori Village where there is a coastal land that has been sold to others".

Based on the description above, several strategies can be formulated using the SWOT matrix as follows:

Table 1 : SWOT Matrix

	STRENGTHS (S)	WEAKNESSES (W)
	<ol style="list-style-type: none"> <li>1. Beautiful and natural white beaches and sand</li> <li>2. Panorama sunset with the background of exotic mangrove trees</li> <li>3. The location is close to the city of Waingapu</li> <li>4. The tourism icon and the main tourist destination on Sumba</li> <li>5. Communities are welcome in tourism</li> <li>6. The existence of air and sea ports</li> </ol>	<ol style="list-style-type: none"> <li>1. There is no good tourism governance</li> <li>2. Economic business is carried out individually and not all communities are involved</li> <li>3. There are no adequate tourism facilities and infrastructure</li> <li>4. Community land status covers the equivalent of the beach</li> <li>5. Lack of Public knowledge about tourism</li> <li>6. Less existing airlines</li> </ol>
OPPORTUNITIES (O)	STRATEGI SO	STRATEGI WO
<ol style="list-style-type: none"> <li>1. Large market share</li> <li>2. Increased tourist flow</li> <li>3. Open and creative microeconomic opportunities</li> <li>4. The development of information and communication technology</li> <li>5. Funding support from the Government</li> <li>6. There is a partnership network between the community, government, private sector and NGOs</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase regional tourism promotion activities.</li> <li>2. Stimulate the growth of the creative economy business community.</li> <li>3. Open a special parking lot for four-wheeled vehicles and two-wheeled vehicles</li> <li>4. Open a recreational park and playground for children</li> <li>5. Set up a floating restaurant</li> </ol>	<ol style="list-style-type: none"> <li>1. Implement a Community Based Tourism (CBT) approach model.</li> <li>2. Organizing a Musrenbang for tourism at the community level</li> <li>3. Optimizing financial support from local governments to complete tourism infrastructure</li> <li>4. Increasing knowledge and empowering people who are aware of tourism with a pattern of partnership and cooperation</li> <li>5. Cooperation with many airlines to increase the number of tourist visits.</li> </ol>
THREATS (T)	STRATEGI ST	STRATEGI WT
<ol style="list-style-type: none"> <li>1. Environmental damage</li> <li>2. Beach abrasion</li> <li>3. Negative impacts from outside</li> <li>4. The sale of community land assets to other parties</li> <li>5. The occurrence of horizontal conflicts between communities.</li> <li>6. The occurrence of business monopolies by a group of people</li> </ol>	<ol style="list-style-type: none"> <li>1. Socialization of Laws and Regional Regulations concerning the preservation of the natural environment.</li> <li>2. Increasing the role of the community in overcoming and anticipating environmental damage and the potential for disturbance in security and order.</li> <li>3. Increasing local cultural values in anticipation of negative external cultural influences.</li> </ol>	<ol style="list-style-type: none"> <li>1. Building tourism management which involves the community as the manager</li> <li>2. Opening opportunities for the entry of community groups outside the commensurate coast to get involved in the tourism economy</li> </ol>

The SWOT matrix analysis above illustrates that the strategy that can be implemented by the Regional Government in order to optimize the strength factor and take advantage of opportunities in the Walakiri beach tourism object is to increase regional tourism promotion activities that aim to further introduce to the outside world the beauty of the beach and sunset panorama that exotic. The cultural event of the 1001 horse parade held around the Walakiri beach is a tourism promotion activity that has a general impact on the development of tourism on Sumba and in particular the development of Walakiri beach tourism. The second to fifth strategies formulate economic business opportunities that can be run by the community such as: 1) Stimulate the growth of the creative economy of the community, 2) Open a special parking space for four-wheeled and two-wheeled vehicles, 3) Open a recreational park and play for children children, 4) Established a floating restaurant etc.

Strategies that can be implemented in order to overcome weaknesses and take advantage of opportunities, especially related to tourism governance that does not yet exist and economic business opportunities for the community, are to apply the Community Based Tourism (CBT) approach model in which tourism management can involve the community as tourism actors themselves. For community land status issues that include coastal equivalents, a Development Planning Meeting (musrenbang) can be held at the Community level to discuss community-based sustainable tourism development planning. The third strategy is to optimize financial support from local governments to build and equip tourism supporting infrastructure. The problem of low knowledge and empowerment of people who are aware of tourism can be done with a pattern of partnership and cooperation between related parties including government, private sector and NGOs while the problem of lack of flights can be reached by opening cooperation with many airlines that aim to increase the number of tourist visits.

Based on the strength factor that is owned and the threats faced, strategies can be formulated that can be implemented by the Regional Government to respond to the threat of environmental damage, namely by socializing Local Laws and Regulations concerning the preservation of the natural environment and increasing the role of the community in overcoming and anticipating environmental damage and the potential for security disturbances and environmental order. In addition to preventing the occurrence of moral and cultural degradation resulting from the development of tourism, activities can be carried out related to the enhancement of local cultural values that exist in society such as arts and cultural performances.

Weakness and threat factor analysis explains that economic problems controlled by a group of citizens can trigger a potential threat of horizontal conflict at the community level resulting from social jealousy due to closed access to economic businesses for people outside the tourist sites. The strategy that can be implemented is to build tourism management that involves the community starting from the planning, implementation, supervision and evaluation stages.

#### **4. CONCLUSION**

The concept of sustainable tourism development and development in East Sumba Regency which is guided by the Regional Tourism Development Master Plan (RIPPDA) of East Sumba Regency in 2013-2032, especially in Walakiri beach tourism objects in Watumbaka Sub-District, Pandawai District has not been fully implemented by the Regional Government of East Sumba Regency. It can be seen from the absence of the concept of development planning and development of facilities and infrastructure that supports the existence of these attractions. A crucial and interesting problem found in this research is the existence of land ownership by some people which includes a beach equivalent is an inhibiting factor in the development and development of tourism in the Walakiri beach tourism object. This has a big impact if it is not

resolved wisely and wisely because it can trigger horizontal conflicts at the community level and the potential for land sales.

From the foregoing, the role of the Regional Government is needed to be able to mediate all parties concerned to discuss the design of community-based sustainable tourism development in Walakiri beach tourism. The sustainable tourism development approach model that can be considered is the Community Based Tourism (CBT) approach where this approach model can mediate and accommodate the interests of all parties in the management of sustainable tourism on the Walakiri coast. Some of the benefits of applying the CBT approach are: 1) Opening employment opportunities for local people to increase income through the tourism sector in addition to the agriculture and fisheries sector, 2) Maintaining the preservation of the natural environment around the coast and mangrove areas to prevent abrasion, and 3) Maintaining and preserving local culture from the effects of modernization and the negative impacts arising from the development of a tourism area.

## **5. SUGGESTIONS / RECOMMENDATIONS**

### **a) East Sumba Regency Government**

Seeing the problems and obstacles that occur in the community and examining the factors of strength and opportunities they have, the local government needs to take concrete steps as follows:

1. Increase regional tourism promotion activities.
2. Organizing tourism Musrenbang activities by involving the community and other relevant parties.
3. Applying the Community Based Tourism (CBT) approach model.
4. Building tourism supporting facilities and infrastructure
5. Increasing knowledge and empowering people who are aware of tourism with a pattern of partnership and cooperation
6. Open cooperation with many airlines to increase the number of tourist visits.
7. Dissemination of Laws and Regional Regulations on environmental preservation
8. Increasing the role of the community in overcoming and anticipating environmental damage and the potential for disturbance in security and order.
9. Building tourism management by involving the community starting from the planning, implementation, monitoring and evaluation stages.
10. Enhancing local cultural values in anticipation of negative external cultural influences.

### **b) Community**

To increase the economic impact, the community is expected to play a more active role in exploiting creative and productive economic business opportunities in the Walakiri coast and surrounding areas, such as: 1) Providing parking services outside of tourism objects, 2) Sale of souvenirs typical of Sumba , 3) Provision of recreational parks and playgrounds for children, 4) Establishment of a floating restaurant, etc. and to realize this, the Community Based Tourism (CBT) approach needs to be considered as a community-based sustainable tourism development and development strategy.

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