LITERATURE REVIEW

Intro

The coastal area is the area where land meets sea (Sverdruf, 2006); on the land side both dry and remained water, still is affected by characteristics of the sea such tide, sea wind and salt infiltration; whereas on sea side still is influenced by natural processes that occur in the land such as sedimentation, freshwater and human activities in land such as deforestation and pollution (Dahuri et. al., 1996). Such situation may be found in bays, lagoons, estuaries, small islands (Clark, 1995), cliffs, dunes (Sverdruf, 2006), river deltas, coastal plains, wetlands, beaches and dunes, reefs, mangrove forest, and other coastal feature (Post, 1996).

Moreover, Arancibia (1999) pointed out to use a broader and more functional definition of coastal area whose flexibility permits considerations of biological, biophysical, social, and economic aspects. It is defined as the geographic space in which the principal interchanges of material and energy are produced between the marine and terrestrial ecosystems. The coastal area occupies less than 15% of the earth's land surface. Only 40% of the one million km of coastline is accessible and temperate enough to be habitable. Yet it accommodates more than 60% of the world's population (FAO, 1998).

Interaction between land and sea ecosystem is very dynamic and affected each other; so more susceptible to each human activities in the land (waste, mangrove deforestation, erosion, etc.) and in sea (oil layer, coral reef destruction, etc.), the global climate change (sea level rising) and also natural disaster (tsunami, storm, etc.) (Ditjend-Bangda, 1999). The coastal and ocean area have important role on sea transport, harbor, industrial, recreation and tourism, settlement area and also waste disposal from mainland.

As an ecosystem, the coastal area is formed through natural process such as coral reef, mangrove, and sea grass and also gotten artificially; like fishpond, tide paddy-field, tourism, industrial and settlement area (Dahuri et. al., 1996).

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Coastal Tourism Paradigm

Many experts have defined tourism, among them is Mathieson (1982) who stated that tourism is temporary movement of people to destinations outside their normal place of work and residence to satisfy his need. In Tourism Indonesian Law No. 9/1990 that tourism is also defined as everything that linked to tour, including attraction and all of efforts that related to its (Gunawan, 1997).

The tourism area is a region with certain wide that built or provided to satisfy the tourism. In old paradigms, tourism emphasize to mass tourism which characterize number of tourist and various tourism package (Faulkner, 1997), and it become new paradigm of tourism now, that is modern tourist who have experience and autonomous, one destination to find flexible recreation, variety and specific motivation to nature. Further stated that ecotourism is group of tourism object and their attraction emphasize to nature. The ecotourism society purposefully travel to natural area to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities the make the conservation of natural resources beneficial to local people.

Whereas coastal tourism is defined as recreation activity in coastal, such as enjoy the coast, sand, sea and sunbathed (Wong, 1991), swimming, surfing, diving, canoeing, walking along the coast, enjoying the beauty of the coast, and meditation (Dahuri et al., 1996). This tourism is often associated with three "S" (Sun, Sea and Sand) (Wong, 1991), its meaning is tourism that provided beauty and natural comfort from the combination of the sunlight, sea and clean sandy beach. Even Miller (1991) added one "S" (sex) which has become one of the new frontiers and fastest growing areas of the world’s tourism industry. Tourist activities are considered coastal tourism activities when they are based on or utilize coastal or marine resources, either natural or man-made, or located within the coastal strip (TCMP, 2001). Furthermore Ceballos and Lascurain (1983) in (Anonym, 1996) stressed the coastal tourism definition on the conservation aspect of the environment and sustainable community's culture, so benefiting directly to community in surrounding area. According to him the coastal tourism should be defined as the natural tourism that involved education, environment and carried...
out continuously. This directly involved the natural environment including the sustainable culture and ecology aspect and also stressed to the community participation on surrounding area, they will involve conservation goal of resources in future.

Coastal tourism concept embraces the full range of tourism, leisure, and recreationally oriented activities that take place in the coastal areas and the offshore waters (Hall, 2001). These include coastal tourism development, such as: accommodation, restaurants, food industry, and second homes and its infrastructure such as: retail businesses, marinas, and activity suppliers. It’s also included all tourism activities such as recreational boating, coastal and marine-based ecotourism cruises, swimming, recreational fishing, snorkeling and diving.

Tourism Resources

Although there is no standardized practice for reporting tourism statistics within the coastal zone, it is not to see how tourism has a major coastal aspect. The inherent character of coastal area makes its tourism distinctive (Zhang, 2001). Historically, the use of coastal zone for tourism dated to Roman times when holiday villas were available on the northern side of the Bay of Naples (Wong, 1993). Coastal area has various attractive resources for tourism activities, but it could be developed as sustainable and marketable tourism unless certain condition fulfilled such as attractive place, good accessibility and service, continuing promotion and information (Lewaherilla, 2002). Gunn (1993) has described tourism development including coastal area as the functioning component which each other have relationship component. Linked of those components is shown in Figure 1.

![Figure 1. Functioning Component on Tourism Development (Gunn, 1993).](image-url)
In document of TCMP (2001), it was explained that attractions could be divided into two categories: natural (wildlife, beaches, forests, geological formations) and cultural (historical or archaeological sites, performing arts, traditional lifestyles). Services including accommodations could range from basic campsites to luxury hotels. Whether budget or luxury, hotels need to provide value for a tourist’s money. Standardized classification system is one way to ensure that hotels are providing quality accommodation at a fair price. Hotel owners and operators face constraints, however; high operating costs due to inadequate provision of utilities and telecommunications and taxes can often limit an investor’s ability to do business successfully. Transportation can be by air, land or sea, but needs to be safe, a good value for the money, and reliable. Improving access to tourism sites allows more visitors to come, and also allows those visitors to go to more places.

Finally, management of coastal as nature tourism really need the participation of community on surrounding area, which is hoped will reach the targets (Anonym, 1997):

1. Maintaining the ecological process and system of life support in order to increase of community welfare and humankind quality.
2. Protecting the genetic diversity through protection of cohesiveness of the conservation area.
3. Guarantying the sustainability of natural resources utilizations and ecosystem through maintenance efforts towards the biodiversity capacity.

Tourism Product

Coastal tourism products include coastal tourism resources and related tourism facilities (Zee, 1992). As for this case, coastal tourism is divided into natural resources and historical resources. Not all resources become tourism resources unless certain conditions are fulfilled: physical suitability, scenic quality and accessibility (Zhang, 2001). Furthermore, Zee (1992) states that tourism facilities consist of primary and secondary facilities. Primary facilities mainly refer to the stay accommodation and access facilities. Secondary facilities could be further subdivided into sport facilities, facilities for informal pursuit and
entertainment facilities. Some facilities have mixed function such as swimming pool, which can be plain swimming lanes or added with other entertainment facilities.

As natural resources, the coastal zone consists of a myriad of ecosystems that can serve as potential tourism attractions. In addition to the natural sand beaches found at various places along the coast, the flora and fauna of the coastal zone can be considered attractions as well. Further, the extensive coral reefs that fringe the shoreline can be utilized by those tourists interested in snorkeling or diving. (TCMP, 2001)

Cultural heritage represents historical resources and shown the identity of a community and its environment. Cultural heritage can include monuments or other buildings that represent important events or eras in local or national history, traditional lifestyles, such as the performing arts and handicrafts, and even the everyday activities of local people as they farm, fish or prepare food. Tourists are becoming increasingly interested in learning about the people that live in and around tourist destinations in addition to more traditional tourist activities, such as game viewing and sun bathing. This cultural heritage can be developed into tourist attractions, which, in turn, can provide income generating opportunities for people living along the coast (TCMP, 2001).

Tourism Development

Cheong (2003) has explained about tourism development is based on the assumption that tourism is a two-faced industry consisting of public and private spheres. Tourist services such as accommodations and restaurants are managed by the private sector. Individuals or firms offer these services to obtain direct profit from tour operation. On the other hand, natural resources such as scenery, clean water, ambience, and fish as well as cultural assets of the place are considered public resources. Furthermore, the infrastructure often times provided by the government is essential to the smooth tourist operation.

Coastal area contains various coastal resources that give the certain benefit for human activities like commercial, industry, transportation, agriculture (Clark, 1995) including coastal tourism. All of the human activities have directly
touching and influence to natural ecosystem that supported. Each natural 
ecosystem in coastal area have 4 main functions to human life: (1) service of life 
supporting, (2) service of the comfortable, (3) provider of nature resources and (4) 
waste recipient (Ortolano, 1987). Based on the four functions of the ecosystem, 
there are three conditions that can guarantee the achievement of sustainable 
development that is i) spatial harmonious, ii) assimilate capacity, and iii) 
sustainable utilization. The selection activities in region have to consider the 
compatibility of the land or waters, the impact of the development activities 
especially pollution, sedimentation, change of hydrology regime, and the 
compatibility among development activities (Dahuri et. al., 1996).

Soeriaatmaja (1997) stated that the sustainable development is 
development that can guarantee the human requirement on present generation (in 
satisfying their need) without leaving the next generation. The aim of the 
sustainable development is integrate development and environment since the 
beginning of the policy process until their implementation. Conceptually, a 
development of sustainable coastal tourism can be interpreted as the tourism 
development that environmentally perception which not disturbing the condition 
of coastal resources, so they can be used continually until next generations. The 
natural tourism activities certainly give positive impacts, but also can bring 
negative impacts to environment either ecologically and socially. In general, the 
negative impact of environment could happens as a result of poor planning and 
management, for example those did not consider the environment capacity or lack 
of awareness, knowledge on environment conservation (Soeriaatmaja, 1997).

Tourism development that not applied good planning and management 
will cause the lost and decline of region quality, and will subsequently demeaning 
the interesting any tourists. Location selection is one of main factors that caused 
loosing and declining of coastal resources quality. The inappropriate location can 
cause problem on pattern of development, both on present and on the future. 
Many negative impacts had been happened as a result of mistaken assessment on 
natural characteristics of the coastal area such as damaging from the storm and 
wave, beach erosion and sea water (Baehaqie, 1993).