

## Tourism and the Welfare of Pangandaran People

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### ABSTRACT

Pangandaran, which is in the south end of Banjar City and included in the newly established Pangandaran District, and is a well-known tourism destination in West Java, Indonesia. Pangandaran has a considerable amount of marine resources, including beautiful beaches, which have become an asset and source of local income from the tourism sector. However, this industry is not the primary source of livelihood of the Pangandarn people. Therefore, the local government of this town needs to design an improved strategy to enhance the income of the residents from the tourism sector.

Keywords: Pangandaran, tourism, creative industry, public policy

### 1. BACKGROUND

Pangandaran is a well-known natural tourism destination in the West Java Province and a national tourism strategic area, as stated in the master plan of the National Tourism Development (Ripparnas). This area includes several tourism destinations that extend from the southern coast of Ciamis District, such as Natural Tourism Park of Pananjung, Pantai Barat (Western Beach), Batu Karas Beach, Cukang Taneuh, Citumang, and other destinations that are under development. These tourism areas are in six subdistricts, namely, Kalipucang, Pangandaran, Sidamulih, Parigi, Cijulang, and Cimerak.

With its diverse tourism destinations, Pangandaran has opportunities to develop its creative industry. Pangandaran has rich natural resources and adequate manpower. The skills of those in the creative industry in Pangandaran are essential and should be supported with technical assistance and financial aid, which are expected to enhance the development and production of products in Pangandaran. The creative industry of Pangandaran can produce products and services that are more durable than those of foreign competitors. Therefore, the development of the creative industry of Pangandaran should be in tune with that of destinations to transform tourist visits into activities that can contribute significantly to the welfare of the residents.

The target can be achieved by structuring a process as part of DOB. However, the extension of Pangandaran from Ciamis resulted from essential tourism asset ownership. Thus, Pangandaran is expected to have more essential growth than Ciamis. Furthermore, the development of Pangandaran can be improved if the policies in the context of tourism and the creative industry are structured to accommodate stakeholders.

The development of the creative industry can potentially reduce the need for employment in the government sector, increase the local income of the government, and potentially support Pangandaran as a tourism destination. The task of the local government in this context is promoting the products of the creative industry through cross-sectorial