



KUPANG CITY AS A WATERFRONT CITY IN THE DEVELOPMENT OF SUSTAINABLE COASTAL TOURISM

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Abstract- This study aims to determine the concept of sustainable coastal tourism development in Kupang City as a waterfront city. Qualitative research methods are used in this study to map the potential and problems as well as the existing conditions of the area in determining the direction of coastal tourism development in Kupang City, while the quantitative approach is to determine priority locations that will be developed as iconic, waterfront in Kupang City by looking at its sustainability through scoring and weighting methods. . The results of this study indicate that with sustainable coastal tourism indicators, Kupang City can become a coastal city that maintains and pays attention to coastal functions and sustainability through attractions, facilities and infrastructure, accessibility and transportation routes, government policies and promotions as well as information that supports to make Kupang City as a sustainable coastal tourism city.

Keywords: sustainable coastal tourism, waterfront city

I. INTRODUCTION

The coastal area is the meeting area between land and sea, towards the land. Coastal areas include parts of land, both dry and submerged in water, which are still influenced by marine characteristics such as tides, sea breezes and salt water seepage, while towards the sea the coastal areas include parts of the sea that are still influenced by natural processes occurring on land such as sedimentation, fresh water flows, as well as those caused by human activities on land such as deforestation and pollution (Carlos, 2011).

The development of coastal tourism itself is basically focused on scenery, ecosystem characteristics, cultural arts and community characteristics as the basic strengths possessed by each region. The reaction to this tourism development can be in the form of negative implications in the form of environmental degradation due to the exploitation of resources for tourism activities so that integrated management and development of sustainable coastal tourism is needed that takes into account the needs of future generations in the future.

Most areas in eastern Indonesia are natural coastal areas that have the potential to be developed into coastal tourism. The components of coastal tourism in eastern Indonesia have begun to show improvement, including the city of Kupang which is the capital of the province of East Nusa Tenggara. According to the RTRW of Kupang City 2011-2031, the vision of the spatial planning of Kupang City is the realization of Kupang City as a National Activity Center (PKN) in NTT which is oriented towards Beach City, Modern and Sustainable. The City of Beaches here means the Spatial Planning of the City of Kupang which optimizes the potential the beach and sea which are the front yard of the city for the benefit of economic, social, cultural and environmental development while maintaining the aspect of sustainability. The development plan of Kupang City as a Waterfront City or a seaside city needs to be supported by the existence of beachfront public space activities. Through the concept of sustainable coastal tourism development (sustainable coastal tourism), it is hoped that the goal of making Kupang City a waterfront city will be realized so that it will further add and enrich the city's representative public open space and become an

iconic tourist destination to support tourism development in Kupang City, especially tourism coast.

Based on the above background, this study aims to determine the concept of developing sustainable coastal tourism in Kupang City as a waterfront city.

II. LITERATURE REVIEW

2.1. SUSTAINABLE COASTAL TOURISM

The concept of sustainable coastal tourism development is tourism that can meet the needs of tourists and tourist destinations at the present time, while protecting and encouraging similar opportunities in the future. Sustainable tourism refers to the management of all resources in such a way that economic, social and aesthetic needs can be met while maintaining cultural integrity, essential ecological processes, biodiversity and life support systems (WTO, 1980). The Commonwealth Coastal Action Program (1997) states that the development of sustainable coastal tourism is tourism development that pays attention to conservation areas and the resulting ecological community changes, including protecting wildlife and maintaining the quality of life in the environment for generations to come. So the development of sustainable tourism is closely related to the friendliness of the surrounding environment. The principles of sustainable tourism are as follows: (1) The principle of balance in tourism management must be based on a commitment to a balance pattern between economic development, socio-culture and conservation. (2) The principle of community participation involves the community in the management of tourism businesses. (3) The principle of conservation has concern, responsibility and commitment to environmental conservation (nature and culture). Development must be carried out in a responsible manner and follow ecological principles as well as sensitive to and respecting the socio-cultural values and religious traditions of the local community. (4) The principle of integrated management takes into account the condition of the ecosystem and is synergized with the development of various sectors. (5) The principle of law enforcement on tourism management must be developed in accordance with existing regulations, and implemented with the enforcement of applicable laws and regulations to ensure legal certainty in tourism management.

2.2 WATERFRONT CITY CONCEPT

Waterfront city is the concept of developing a city located on the edge of the water, be it the beach, river or lake. The definition of "waterfront" in Indonesian literally means the

waterfront area, the part of the city that borders the water, the port area

(Echols, 2003). According to Carr (1992) the waterfront area is an area bounded by water from its community which in its development is able to include human values, namely the need for public space and natural values. Based on its function, waterfronts can be divided into 4 (four) types, namely: (a) mixed-used waterfront which is a combination of housing, offices, restaurants, markets, hospitals, and/or cultural places, (b) recreational waterfronts are all waterfront areas that provide facilities and infrastructure for recreational activities such as parks, playgrounds, fishing grounds, and facilities for cruise ships, (c) residential waterfronts are housing, apartments, and resorts built on the waterfront, (4) Working waterfronts are places for commercial fishing, cruise ship repair, heavy industry, and port functions (Breen, 1996). The development of coastal areas in the Water Front City pattern must be carried out based on considerations of:

1. Harmony, harmony and balance of ecosystem carrying capacity, utilization and protection functions, space and time dimensions, technological and socio-cultural dimensions as well as defense and security functions
2. The integrated use of various types of resources, functions, environmental aesthetics and quality of coastal land
3. The obligation to allocate space and community access in the use of areas that have socio-economic functions

2.3 SUSTAINABLE COASTAL TOURISM INDICATOR

1. Conservation areas that are able to protect and maintain coastal tourism ecosystems
 - a. Manage fisheries and marine resources without damaging or endangering ecosystems
 - b. Preserving mangrove forests as a green belt in coastal areas to prevent abrasion
 - c. Managing good water quality and quantity that can maintain the number and types of aquatic biota
 - d. Involvement of government, private sector and community in the management of coastal area resources
2. Community empowerment towards the economic contribution of coastal communities through the utilization of coastal tourism potential
 - a. Develop and create jobs according to coastal potential that can provide continuous (non-seasonal) income
 - b. Encouraging the development of trading businesses and services supporting other coastal tourism activities

- c. Help increase community knowledge and skills such as training to empower communities in the use of coastal tourism
 - d. Instilling public awareness in preserving the coastal environment
 - e. Develop local cultural attractions as tourist attractions
 - f. Preserving the customary values/traditions of coastal communities
3. Increasing the number of visitors to coastal tourism locations
- a. The beauty of the coastal panorama as an embryo of natural tourist attractions.
 - b. The physical condition of the beach that supports the activities of visitors in traveling
 - c. There are economic facilities that support tourist attraction
4. Strong and sustainable local community culture as an attraction for visitors
- a. There is a local culture that is held regularly as a visitor attraction
 - b. There is a typical fishing life.

III. RESEARCH METHODS

The data is collected through secondary data collection by conducting a comprehensive study of library materials such as literature books, statistical reports from related agencies, research journals and articles. The field survey was conducted in the context of collecting primary data to the study location obtained in the form of an existing state and conducting interviews with related and competent parties in writing this research. while the quantitative approach is to determine priority locations that will be developed as an iconic waterfront in Kupang City by looking at its sustainability through scoring and weighting methods.

The analyzes used include:

1. Analysis of Site Selection for Sustainable Coastal Tourism Development.

Contains the selection of priority locations for coastal tourism in Kupang City which is suitable for development as Sustainable Coastal Tourism.

2. Analysis of Potential Mapping and Problems at the Location of Sustainable Coastal Tourism Development.

Contains the exploration of potential and problems related to Sustainable Coastal development in selected locations by looking

at physical and non-physical factors. Physical in the form of infrastructure supporting tourism development while non-physical in the form of institutions in tourism development.

3. Policy Analysis of Sustainable Coastal Tourism Development.

Contains the exploration of coastal tourism development policies at selected locations in Kupang City. The things that will be observed are related to the physical and non-physical regulation of the selected location by looking at the indicators of the success of sustainable coastal tourism development.

4. Analysis of the Forms of Sustainable Coastal Tourism Development.

Contains a detailed view of the results of the policy analysis of sustainable coastal tourism development in selected locations and then given recommendations for the form of Sustainable Coastal Tourism development in selected locations both physically and non-physically.

IV. RESULTS AND DISCUSSION

A. Identification of Coastal Tourism Attractions in Kupang City

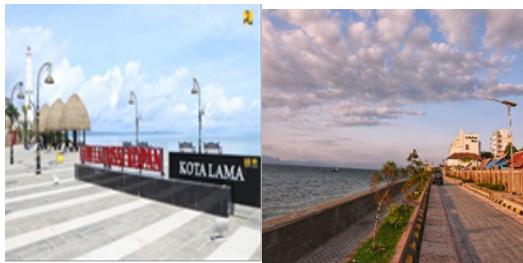
**Table 1.
Identification of Coastal Tourism Attractions in Kupang City**

NO.	Name of beaches	Location
1.	Kota Lama beach	Kupang city
2.	Ketapang Satu beach	Kupang city
3.	Pasir Panjang beach	Kupang city
4.	Paradiso beach	Kupang city
5.	Oesapa beach	Kupang city
6.	Batu Nona beach	Kupang city
7.	Lasiana beach	Kupang city

B. Scoring and Weighting

Based on the scoring and weighting carried out to determine the location of sustainable coastal tourism development, those declared eligible based on sustainable coastal tourism indicators are Kota Lama Beach, Pasir Panjang Beach and Lasiana Beach. The condition of the three beaches are on the same coastline because they are located in Kupang City. However, in its development there are several obstacles so that it cannot be developed simultaneously. Lasiana Beach has previously become an icon of coastal tourism development because it was developed first, while Kota Lama Beach and Pasir Panjang Beach came later. Potentially, these three beaches have their respective charms so that the problems that arise are different. The

following will explain the physical form of sustainable coastal tourism development from these three coastal tours:



1. Attractions

Attractions are the most important component in tourism development. Overall these three coastal tourism already have the potential to be developed so that they have their own charm. Lasiana Beach with its beautiful sunset and there are tourism activities that involve individuals and groups as well as community support activities that can involve visitors or tourists to participate in the introduction of the culture and social interaction of the local community. Kota Lama Beach which holds historical tourism has its own charm and is rich in the culture of the people of Kupang City, with its current development making this location one of the tourist attractions that must be visited. Pasir Panjang Beach is an inseparable part of a row of coastal tourist attractions where people can relax and enjoy the vast expanse of the sea.

2. Facilities and infrastructure

In the last 10 (ten) years, the coastal area in Kupang City has experienced a lot of development, especially the coastal area which looks very prominent from its development and spatial planning. In accordance with the laws and regulations established by the Regional People's Representative Council with the joint approval of the Head of the Kupang City Region through a regional regulation in 2011, that the coastal area has been converted into a tourist area, where permits are obtained to build tourism facilities such as hotels, restaurants, and tourist areas. Judging from Butler's theory regarding the

life cycle of a tourist destination, Kupang City is at the involvement stage, marked by an increase in visitors who encourage local communities to the government and stakeholders to provide more adequate tourism facilities. Changes began to be made to adjust to market demand, and the echo of tourism promotion began to be heard on various occasions. Seen by the construction of five-star hotels as a means of accommodation for tourists visiting the city of Kupang. The restaurant also began to serve a variety of international food adapted to different price standards. Travel organizations are competing to offer tour packages to accommodation at competitive prices. The life of the local community began to change slowly both in terms of economy, education, lifestyle to the environment.

3. Accessibility and transportation routes

Facility/Infrastructure Design Standards

a. Accessibility (Connected) and Integrity (Integration)

Physical connectivity of urban environmental infrastructure should be based on efforts to integrate activities between regions in such a way as to create a smooth and sustainable production process and distribution of activity products.

b. Building Standards (Height/Sky Light, type of construction, Water Front)

Aspects of the height of the building and the arrangement of the type of construction are directed to be adapted to the character of the environment and are oriented towards the sea/coastal

c. Availability of basic infrastructure

The availability of basic infrastructure is a factor that supports the smooth functioning of regional activities that allow the development of the type and amount and scale of investment due to the convenience products it produces.

d. Green Open Space

The portion of green open space in urban areas, especially in coastal tourism areas, is an absolute requirement for the development of coastal areas

e. Building Architecture

Traditional architectural styles combined with various regional facial developments are maximized according to the characteristics of nature and the environment in a structured manner.

The capacity and service level of urban roads are increasingly constrained by the growth in the number of motorized vehicles, the increase in the frequency of trips, the rate of change in land use functions and the high number of roadside activities; which is not matched by the capacity to increase the

capacity (width) of the road network. The uncontrolled space belonging to the road is often used for the development of trade activities and/or other socio-economic activities along the roadside in a linear manner which has an impact on the high number of direct access to the road, which has an impact on increasing the number of conflict points and the risk of accidents along the road. the edge of the said road. Therefore, an assessment of the quality or performance of the road network should always include aspects of travel safety as a performance indicator in addition to the value of the degree of saturation and the speed of the trip. The assessment efforts to improve road performance are intended so that the problem of limited capacity and/or travel speed and travel safety does not get worse which will actually cause other problems (derived problems).

4. Government Policy

Sustainable Development is an issue of regional development, especially those that are developed in the natural environment of the public, such as the coast. The pillars of sustainable development are based on socio-economic and environmental elements, which should be supported by institutional pillars because the problem of implementing sustainable development patterns often collides with aspects of implementation and control of the implementation of development policies themselves. Therefore, the development of coastal areas must be carried out normatively, in accordance with applicable laws and regulations, so that such development can provide socio-economic and environmental benefits according to the capacity and carrying capacity of the area in a sustainable manner, as regulated in:

- a. RI Law No.27 of 2007 concerning Management of Coastal Areas and Small Islands
- b. RI Law No.07 of 2004 concerning Water Resources
- c. RI Law No. 38 of 2004 concerning Roads
- d. RI Law No. 22 of 2009 concerning Road Traffic and Transportation
- e. RI Law No. 26 of 2007 concerning Spatial Planning
- f. RI Law No.23/1997 on Environmental Management
- g. Guidelines for Coastal City Planning, 2006

5. Promotion and Information

In Kupang City, the capital of NTT Province, tourism promotions that have been carried out so far include promotion through tourism catalogs, tourism brochures, national and international scale events, official government tourism websites

and word of mouth (WOM) information. both conventionally and disseminated through internet media (internet word of mouth / e-WOM) including through social media such as Facebook and Instagram. The existing tourism catalog media include Travel Guide To East Nusa Tenggara magazine (owned by the NTT Disparekraf), The East Travel Magazine (owned by ASITA) and the Kupang City Tourism Catalog (owned by the Kupang City Government). Each of these travel catalog media has advantages and disadvantages.

V. CONCLUSION AND SUGGESTION

a. Conclusion

Sustainable coastal tourism that can and meets the criteria for sustainable coastal tourism indicators is found in the coastal areas of Kota Lama Beach, Pasir Panjang Beach and Lasiana Beach. The city of Kupang in the development of coastal tourism that carries the concept of a waterfront city should still pay attention to the preservation of the coast around the coastal area. Activities that do not support the development of sustainable coastal tourism should be considered as a threat that can harm and have a prolonged negative impact on tourism development in the Kupang City area. With the waterfront city concept, it is hoped that the government can manage it well so that the sustainability of sustainable coastal tourism can be maintained.

b. Suggestion

The development of sustainable coastal tourism requires participation and cooperation between the government and the community around the coastal area. The government is obliged to plan and direct the community around the coast or tourism actors to be able to participate in maintaining and maintaining the facilities, infrastructure and ecosystems found in these coastal areas.

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