

Sustainable Management of Karang Modang Beach Tourism Village in Garut, Indonesia

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ABSTRACT

Sustainable tourism villages aim to balance economic growth, environmental conservation, and community welfare. Karang Modang Beach in Indralayang Village possesses substantial potential for coastal tourism development. Conceptually, however, its development faces common challenges, including limited human resources, weak local institutional governance, and the threat of environmental degradation. This conceptual paper examines the management model of the Karang Modang Beach Tourism Village by integrating the perspectives of sustainable tourism and community-based tourism (CBT). The analysis is developed through a review of recent literature, policy documents, and previous studies on coastal tourism management. This paper offers novelty by expanding upon traditional models through the explicit integration of ecological resilience and destination governance as primary pillars. Based on this conceptual analysis, the paper posits that local communities must be meaningfully involved in tourism planning, decision-making, and the equitable distribution of economic benefits. Furthermore, this article emphasizes the importance of integrated coastal management, institutional strengthening, human resource development, and local government policy support. It concludes that multi-actor collaboration is essential for formulating a resilient tourism framework without compromising the environment or local socio-cultural values. The proposed conceptual framework can serve as a strategic reference for the management of coastal tourism villages in regions with similar characteristics.

Keywords: sustainable tourism village, coastal tourism, community-based tourism, tourism management, community empowerment

INTRODUCTION

Coastal areas represent regions with significant potential for the development of the tourism sector, particularly marine and coastal tourism. Karang Modang Beach, located in Indralayang Village, is characterized by natural features that include ocean panoramas, rocky landscapes, and coastal ecosystems with high potential as tourist attractions. If managed effectively, these natural assets can be developed into a premier tourism destination utilizing the tourism village concept, which in turn will enhance local economic and tourism competitiveness (Jaya & Izudin, 2023).

The development of tourism villages plays a strategic role in local economic development by fostering the direct participation of the community in tourism activities. Through the tourism village model, local communities are positioned not merely as objects of development, but as active subjects involved in the planning, management, and utilization of tourism benefits. Tourism activities managed by rural communities have been shown to potentially create employment opportunities, increase household incomes, and stimulate the growth of micro and small enterprises within the tourism service sector (Baihaqi & Annida, 2024).

Nevertheless, recent literature indicates that village-scale coastal tourism management frequently encounters complex, multidimensional challenges. From an environmental perspective, unregulated tourism activities in vulnerable areas can lead to the degradation of coastal ecosystems, including waste pollution, coral reef deterioration, and a decline in landscape quality (Onyekuru et al., 2024). From a social perspective, the commercialization of tourism can trigger value conflicts between tradition and modernity, as well as an inequitable distribution of economic benefits. Meanwhile, from an institutional governance perspective, limited human resource capacity and weak local government administration often emerge as barriers to achieving competitive and sustainable tourism management (Alcalá-Ordóñez et al., 2023).

Therefore, the application of a sustainable tourism approach is critical for the management framework of the Karang Modang Beach Tourism Village. The concept of sustainability no longer solely pertains to balancing economic benefits with environmental conservation; it must also be supported by long-term institutional resilience. Compared to traditional community-based tourism (CBT) frameworks, this study offers novelty by explicitly integrating collaborative destination governance pillars and environmental resilience elements. This unified approach is expected to ensure that coastal tourism development does not merely pursue short-term economic growth, but also equips the local community with robust institutional capacity to confront future external challenges.

Problem Statement

Based on the background outlined above, this conceptual paper addresses the following research questions:

1. What principles of sustainable tourism and community-based tourism are conceptually relevant for designing the management of the Karang Modang Beach Tourism Village in Indralayang Village?
2. How can environmental, social, economic, and institutional dimensions be integrated into a comprehensive conceptual framework for sustainable management at the destination?

Research Objectives

This conceptual paper aims to:

1. Identify and analyze the principles of sustainable tourism and community-based tourism that are relevant to the management of the Karang Modang Beach Tourism Village.
2. Develop a conceptual framework that integrates the dimensions of environmental resilience, social empowerment, economic equity, and institutional governance for the management of coastal tourism villages.

Research Implications

Theoretical Implications

Theoretically, this study is expected to contribute to the tourism literature by expanding the discourse on tourism village management through the integration of destination governance concepts into the sustainable tourism model. The analytical findings of this study can serve as an academic reference for future conceptual and empirical research related to community-based coastal area management.

Practical Implications

Practically, the resulting conceptual framework is expected to provide strategic guidelines for the village government and the management of Karang Modang Beach in formulating a tourism master plan. Additionally, these findings are relevant for regional policymakers seeking to align local economic development with the urgent need for coastal conservation and the preservation of socio-cultural values.

LITERATURE REVIEW

The Concept of Tourism Villages and Community Dynamics

A tourism village is an alternative tourism development model that positions the village as an integrated entity, utilizing its natural landscape, local traditions, and community social cohesion as primary tourist attractions. The success of a tourism village relies heavily on the originality of the experiences offered and the level of direct involvement from local residents. Within the Community-Based Tourism (CBT) framework, the local community is the principal subject that must hold power in the planning, implementation, and economic distribution of tourism (Hadiwijoyo, 2012).

However, a recent study by Baihaqi and Annida (2024) found that the transition into a tourism village destination has profound implications for the social structure of local coastal communities. This development not only alters the traditional livelihood patterns of the community but also demands an adjustment of community roles towards entrepreneurship and tourism services. This underscores that community empowerment should not cease at the economic aspect alone; it requires sociological mitigation to ensure the community can adapt without losing its local wisdom (Reindrawati, 2023).

Sustainable Tourism and Coastal Resilience

Sustainable tourism is predicated on an approach that seeks to meet present tourism needs without compromising the ability and carrying capacity of future generations. The traditional concept of sustainability encompasses a tripartite balance of environmental, economic, and socio-cultural dimensions (Butler, 1999; UNEP & UNWTO, 2005). In coastal areas, this principle extends to include the issue of socio-ecological resilience. Onyekuru et al. (2024) emphasize that coastal tourism destinations require resilience strategies to mitigate the impacts of climate change and environmental fluctuations; failure to do so risks diminishing the destination's long-term competitiveness.

In practice, indicators of sustainable tourism now also evaluate aspects of adaptation, ecological risk management, and the enforcement of regulations capable of mitigating the massive impacts of tourist movements (World Tourism Organization, 2018; Pratiwi & Nugraha, 2023).

Coastal Tourism Management and Destination Governance

Coastal tourism management refers to efforts to regulate these vulnerable areas to ensure a balance between tourism exploitation and ecosystem conservation. The contemporary destination governance approach emphasizes that the government cannot operate in isolation; this model necessitates a collaborative, multi-stakeholder governance framework (Alcalá-Ordóñez et al., 2023). This governance encompasses spatial use zoning, waste management, and the facilitation of eco-friendly infrastructure (Ministry of Marine Affairs and Fisheries of the Republic of Indonesia, 2020).

Furthermore, Fauzi et al. (2024) highlight that competitive coastal area management must transition towards experience-based tourism, where the daily activities of local residents and environmental education are integrated as the core of the tourism offering.

Novelty of the Conceptual Framework

The majority of previous studies on coastal village tourism generally only formulate the normative aspects of community empowerment without deep integration regarding institutional capacity or environmental resilience (Mamengko & Kuntari, 2020; Wijaya & Sudarmawan, 2019). This paper addresses this literature gap by proposing a novel conceptual framework that merges four comprehensive dimensions: ecological resilience (environmental), inclusive community empowerment (social), micro-enterprise equity (economic), and collaborative governance (institutional) in an interlocking manner. This framework is designed not

merely to be reactive in solving local economic problems, but proactive in managing the long-term risks of destination degradation.

RESEARCH METHODOLOGY

Research Type and Approach

This study entirely adopts a conceptual, qualitative, and literature-based approach. It does not involve the collection of primary empirical data, observational methods, or field interviews. The analysis is predicated on the integration of theories, policy frameworks, and findings from prior literature concerning sustainable tourism, coastal tourism, and community-based governance.

This conceptual approach is deemed highly relevant as the primary focus of this study is to construct a theoretical (ideal) management framework for the Karang Modang Beach Tourism Village, rather than to empirically evaluate the existing management conditions.

Sources and Collection of Literature

Literature sources were obtained from secondary data repositories, encompassing both academic literature and policy documents. Academic sources include peer-reviewed scientific journals with an emphasis on recent publications (2022–2026), aiming to capture contemporary issues surrounding climate resilience, destination governance, and the sociological impacts of tourism village entrepreneurship. Policy sources encompass ministerial guidelines, coastal area management regulations, and planning reports. Documents directly referencing the geographical context of Karang Modang Beach are utilized only if they originate from credible public literature or state documents (e.g., Ministry of Tourism and Creative Economy).

The literature selection process is classified into the four model-forming domains:

1. **Environmental Dimension:** Coastal socio-ecological resilience, spatial mitigation, and nature conservation.
2. **Social Dimension:** Transformation of social structures, cultural cohesion, and inclusive empowerment.
3. **Economic Dimension:** Economic equity through MSME integration and the inclusion of experience-based tourism.
4. **Institutional Dimension:** Multi-actor governance, village policy coordination, and the strengthening of local management institutions.

Conceptual Analysis

This study employs a conceptual synthesis method to interpret, compare, and group theoretical guidelines into analytical dimensions. This discussion amalgamates key variables in sustainable tourism to theoretically understand how community involvement and adapted regulations can address structural weaknesses in micro-scale destinations. Once constructed, this synthesis is translated into various managerial propositions and applied to the hypothetical scope of Karang Modang Beach.

Development of the Conceptual Framework

The proposed final framework synthesizes four elements as the foundation of ideal management: (1) Coastal conservation practices and carrying capacity management, (2) Substantial grassroots participation (avoiding tokenism), (3) Equitable local income distribution, and (4) Solid multi-actor institutional capacity. As the format of this research is a conceptual paper, the resulting hypothetical model recommends the necessity for future empirical testing (field validation) to ascertain the absolute effectiveness of this framework.

CONCEPTUAL ANALYSIS AND DISCUSSION

Contextualizing the Potential of Karang Modang Beach Tourism Village

Based on secondary data and documents (Wakhidah et al., 2014; Ministry of Tourism and Creative Economy, 2021), Indralayang Village represents a typology of archipelagic coastal villages rich in a blend of physical landscapes—comprising coral rock formations and open sea areas—as well as intangible cultural assets in the form of traditions and mutual cooperation (*gotong royong*) typical of coastal communities. Theoretically, the spatial proximity between residential areas and natural tourist attraction points is an advantageous prerequisite for the implementation of community-based tourism (CBT). It is these original assets that, if formulated within an appropriate managerial blueprint, hold immense prospects for elevating the local tourism competitiveness index and promoting a sustainable blue economy (Pratiwi & Nugraha, 2023).

Propositions for Institutional Governance and Community Participation

Although various regulations and conceptual discourses emphasize stakeholder participation (Sunaryo, 2013), recent literature (Reindrawati, 2023; Alcalá-Ordóñez et al., 2023) cautions that without robust destination governance, rural tourism institutions risk role fragmentation and a lack of long-term planning. Therefore, this conceptual framework proposes the proposition that the ideal Management of Karang Modang Beach Tourism Village must be formed through cross-sectoral collaboration: the Village Government as the supportive regulatory creator, the management group (such as *Pokdarwis* / local tourism awareness group) as the operational executor with clear structural functions, and the local community included inclusively up to the decision-making level, rather than merely acting as passive spectators.

Furthermore, the dynamics of community participation shifting towards entrepreneurship (e.g., the emergence of culinary vendors, parking attendants, etc.) demand that tourism village institutions proactively manage this sociological transition so that value conflicts and new stratifications do not undermine the spirit of community cohesion (Baihaqi & Annida, 2024).

Integrating Sustainability Dimensions into the Framework

Propositions for the Environmental Dimension

Theoretically, the development of coastal tourism exerts carrying capacity pressure on vulnerable ecosystems. The ideal management model for Karang Modang Beach necessitates socio-ecological resilience (Onyekuru et al., 2024). This is realized by formulating policy instruments for integrated waste management and preservation zoning (e.g., restricting construction near sensitive coral formations). This paper posits that conservation is not a supplementary element, but the primary asset that sustains the commercial viability of Karang Modang Beach.

Propositions for the Socio-Cultural Dimension

Instead of perceiving the presence of tourists as a threat to cultural norms, the CBT framework conceptualizes this interaction as a platform for preserving local wisdom. The values of solidarity and mutual cooperation can be channeled through the development of experience-based tourism attractions, where the daily routines of fishermen or coastal traditions can be authentically packaged and utilized to educate visitors (Fauzi et al., 2024).

Propositions for the Economic Dimension

From the perspective of economic equity, the presence of tourism at Karang Modang Beach is projected to directly increase the multiplier effect for local MSMEs, as opposed to solely benefiting external investors (Gantait et al., in related literature). However, this analytical framework highlights that job creation

opportunities and MSME growth can only be sustainable if supported by capacity-building training, access to capital, and strong, equitable digital marketing branding strategies.

Conceptual Framework for Sustainable Coastal Tourism Village Governance

Based on the arguments and literature review above, this paper formulates an integrated governance framework model for tourism villages. The inter-dimensional relationships are illustratively depicted through the following model:

CONCEPTUAL FRAMEWORK: SUSTAINABLE COASTAL TOURISM VILLAGE MANAGEMENT

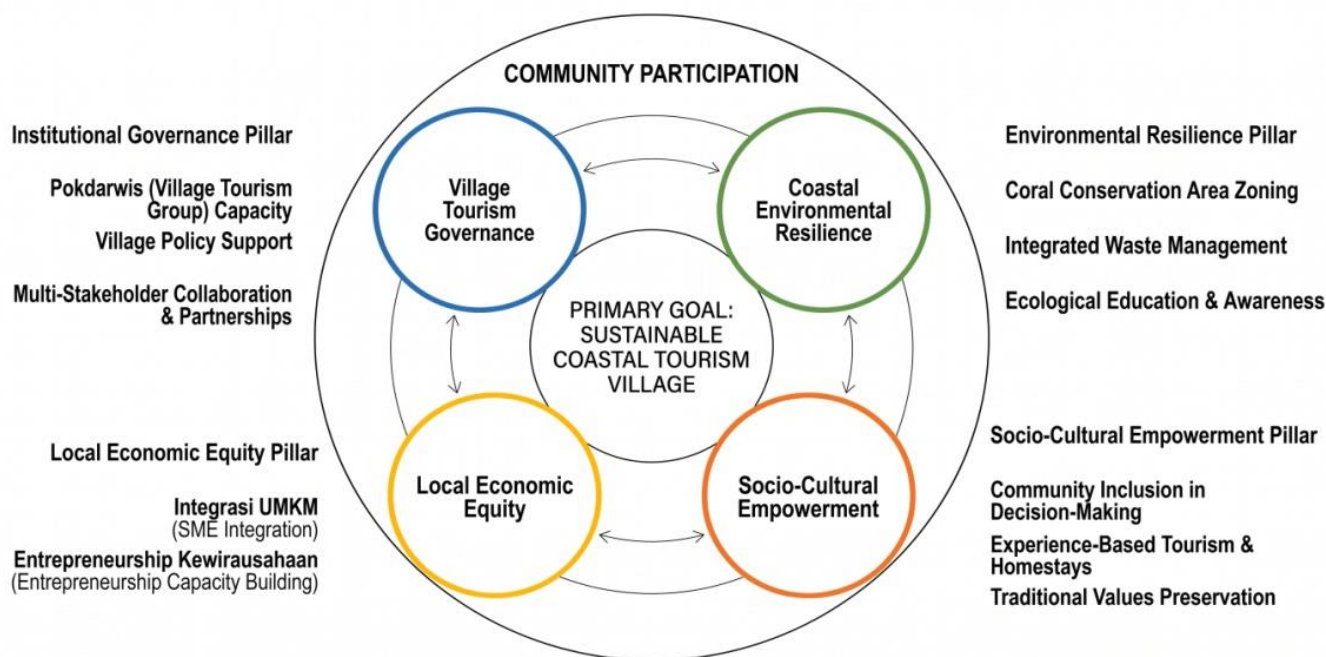


Figure 1: Conceptual Framework for Sustainable Coastal Tourism Village Management

This model resolves the common challenges of small-scale coastal tourism management by ensuring that each dimension functions as an enabler for the other dimensions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the conceptual analysis of relevant literature and policy documents, this paper concludes that efforts to realize sustainable management for the Karang Modang Beach Tourism Village require an approach that cannot be isolated to a single sector. Conceptually, the development of Karang Modang Beach possesses high potential when anchored in holistic community involvement (CBT) and the integration of climate-environmental resilience. The findings of this analysis posit that although coastal tourism development promises an escalation of the local economy and social revitalization, these objectives can only be secured if a competent destination governance framework is in place. Without strong institutional structures regulating environmental carrying capacity management and economic equity, small-scale tourism villages remain highly susceptible to ecological decline and community marginalization.

Recommendations

Strategic Recommendations for Tourism Village Management

In the realm of its ideal implementation, this framework recommends the urgent strengthening of local management body governance through tourism literacy training, financial management, and environmental

risk mitigation for the community. The management body must ensure that community empowerment involves the public during the policy design phase, in order to foster a sense of ownership and safeguard the dynamic transition of social structures.

Policy Recommendations for the Government

In terms of regulation, it is proposed that the village and regency governments devise an integrated blue economy and green-tourism framework for Karang Modang Beach. Government assistance must not cease at mere physical infrastructure funding injections; it must also include legal support for coastal preservation zoning, digital marketing mentoring for village MSMEs, and the incorporation of Karang Modang Beach into the Regional Tourism Development Master Plan (RIPPDA) so that its development is synergized broadly and legally protected.

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