

Unlocking Coastal Wellness: A Policy Framework for Developing Batu Karas as an Integrated Wellness Corridor Destination in West Java, Indonesia

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Abstract

Tourism marketing policy in Pangandaran Regency currently relies on a volume-driven approach, triggering seasonal surges and noise pollution in Batu Karas Beach. This condition compromises the acoustic and visual quality of the Batu Karas Beach. Existing health tourism policy research has concentrated on medical tourism and health-system impacts, leaving the shift of mass-market coastal destination toward niche wellness tourism policy under-examined. This study aims to identify critical policy gaps in current regulation and formulates alternative intervention to reposition Batu Karas as leading coastal wellness destination. Utilizing a desk-based study method, this research analyzes the regional tourism master plan of Pangandaran Regency, national tourism law and coastal zoning documents through the lens of Attention Restoration Theory and Global Wellness Institute on secondary wellness travelers. Critical findings reveal a spatial contradiction between conventional mass tourism activities and the psychological needs of wellness travelers, alongside a latent risk of economic gentrification if investments are unlocked without institutional protection. As a solution, this paper proposes a collaborative scenario that fuses spacial acoustic management regulations with market-led business expansion. The policy implications include (1) the enforcement of pedestrian-only beachfront policy alongside the establishment of a protected Restoratize Zone, and (2) the implementation of a collaborative economic framework that mandates supply chain partnership with the local community through free competency certification programs under Community-Based Wellness Tourism.

Keywords: Coastal Wellness; Blue Space; Policy Gap Analysis; Collaborative Economy; Batu Karas Beach.

A. INTRODUCTION

The post-pandemic shift in traveler preferences from quality oriented mass tourism to more meaningful, sustainable, and high quality tourism experiences Hekmat et al. (2022). Wellness tourism is one of the fastest-growing niches in this shift. According to the latest data from the Global Wellness Institute, the global wellness tourism market has reached USD 894 billion, projected to reach USD 1,08 trillion, with Asia Pacific recording the fastest growth (Global Wellness Institute, 2018). GWI also classifies that the main drivers of this sector are dominated by secondary wellness travelers—those whose primary travel purpose is not purely for medical treatment of spiritual isolation, but rather regular travelers who actively integrate fitness activities, psychological recovery, and maintaining a healthy lifestyle into their vacation agenda; they accounted for 89% of wellness tourism trips and 86% of expenditure in 2017 (Global Wellness Institute, 2018). For coastal destination, this trend connects to Blue Space Tourism, a theoretical approach that emphasizes that human interaction with natural water elements (such as the sea and beaches) has significant therapeutic impact on stress reduction and mental health recovery (*restorative environment*) (Völker & Kistemann, 2011).

Within the West Java regional context, Batu Karas Beach in Pangandaran Regency holds a unique strategic position. Batukaras has established a strong brand as a prime surfing destination thanks to its beginner-friendly waves and a calmer atmosphere compared to the main Pangandaran Beach area. Batukaras has three distinct blue spaces within a radius of less than 3 km: a *surf break*, the Cijulang River Lagoon, and a 21.5-hectare mangrove ecosystem. Its estimated economic value is IDR 86,5 billion per year (Firman et al, 2017). These unique geographical features and social capital make Batu Karas an ideal candidate for implementing a coastal wellness tourism development *policy*. According to data from the

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Pangandaran Regency Regional Revenue Agency (Bapenda), the number of tourists who visited between January and December 2025 reached 2.5 million. Batu Karas recorded a total of 346,000 visitors. During national holiday and the long weekends, vehicles from outside the area queue from the ticket gate to the beach, producing noise, garbage accumulation and loss of quiet space.

The state of the art begins with the restorative value of blue space, defined as natural environments dominated by surface water such as oceans, beacges, rivers and lakes (Foley & Kistemann, 2015). Attention Restorative Theory explains that natural settings let attention recover through soft fascination (Kaplan, 1995; Kaplan & Kaplan, 1989), and Völker and Kistemann (2011) link water environments to stress reduction and psychological well-being. The rherapeutic effect depends on (1) being away from daily routine, (2) the fascination drawn by water, such as the sound of waves and the horizon, (3) a sense of spatian extent, and (4) compatibility cetween the setting and the bisitor's goals [verivy this factor]. Because these conditions depend on quiet and unclutteres views, blue space is treated as infrastructure that needs spatial zoning (Gascon et al., 2017). On the coast, surf therapy and ecotherapy show that the sea supports both active and contemplative wellness uses: surf therapy has been found to improve mental health and social well-being across diverse populations (Britton & Foley, 2011; Carneiro et al., 2024), and nature-based activities in Indonesia support meaningful well-being through mindfulness and the reconciliation of human nature relationship (Wijaya Mulya et al., 2024).

The target of this restorative offer is the secondary wellness traveler. Because this segment dominates the market (Global Wellness Institute, 2018), it is the relevant target for destination policy. Factors relevant to pilicy fromulation include (1) willingness to pay for quality, which GWI data link to higher expenditure per trip than regular travelers; (2) a demand for autheticity, such as locally sourced food, traditional healing practices and ethical interaction with local communities (Smith & Puczkó, 2014); and (3) environmental sensitivity, a preference for destinations that show real ecological commitment (Singh AR, et al., 2026). These characteristics imply that policy need not turn a destination into a medical spa center; it must condition the whole destination to support a healthy lifestyle.

The policy and marketing literature on health tourism is thinner and built mainly around medical tourism. Pocock and Phua (2011) developed a conceptual framework of how medical tourism growth affects health systems in Thailand, Singapore and Malaysia, noted that governments in these hubs created agencies to increase medical tourist inflows, and called for common definitions and better data. Crooks et al. (2011) analyzed promotional materials from a 2009 medical toruism trade show in Canada and found few low-cost messages, although researchers often treat cost as the main driver of patient travel. 2026 content analysis of 47 official destination portals found a gap between general destination appeal and signals specific to medical and wellness tourist (MSA Alzaroni, et al., 2026). GWI (2018) adds that wellness tourism is distinct from emdical tourism and should not be merged with it in destination marketing, while Hall (2011) shows that sustainable tourism governance is repeatedly weakened by policu failure and limited policy learning. For planning, the Blue Planning Model of Mota et al. (2023) treats the corridor as an efective unit for blue tourism. These strands form the conceptual framework of this study: blue space and restoration theory define what must be protected; surf therapy and ecotherapy define what the coast offers; the secondary wellness traveler defines who is targeted; and policy and planning studies define the levers, namely marketing policy, spatial-acoustic regulation and corridor governance, through which the offer can be deliveres.

Despite these advances, the literature leaves a theoritical gap with three parts. Fist, health tourism policy research centers on medical tourism and health-system consequences, while the wellness-led repositioning of an existing mass-market destination has received less attention. Second, marketing studies describe messages and digital signals but do not test how marketing policy interact with spatial, acoustic and carrying-capacity regulation. Third, the Blue Planning Model requires adaptation and

validation in developing destination in Asia. Critical research is therefore needed on the shift from mass-market to niche-market health and wellness tourism policy [double check]. In Batu karas, this gap appears as two research problems. First, regional marketing policy remains volume-driven: the regional Tourism Development Master Plan (Perda Kab Pangandaran No 7 tahun 2018 RIPPDA) ch 14 sets success targets by aggregate annual visits without market segmentation, so the destination is promoted generically as a whole mass recreation site. Second, this approach is not matched by spatial management, which leaves peak-season crowding noise and waste to erode the restorative quality that wellness travelers seek. The result is a policy paradox: Batu Karas holds natural capital as a recovery space, yet its governance remains caught in a crowded, noisy mass tourism pattern.

Given this theoretical gap, research is needed that highlights how marketing policy and spatial governance can be aligned to reposition a mass-market coastal destination as a niche wellness destination. This paper responds by analyzing Batu Karas through a policy gap analysis of RIPPADA, Law No. 10/2025 on Tourism and coastal zoning documents, and formulating an integrative policy framework that generates economic value for local communities while preserving the ecology of the coast. The narrative of “Unlocking Coastal Wellness in Batu Karas” is therefore treated as a policy proposition rather than promotional jargon: it requires synchronized destination governance, carrying capacity management and local industry standardization.

B. RESEARCH METHOD

This section must be written out briefly, concisely, clearly, but adequately so that it can be replicated. This section contains explanation of the research approach, subjects of the study, conducts of the research procedure, use of materials and instruments, data collection and analysis techniques. These are not theories. In the case of statistical uses, formulas that are generally known should not be written down. Any specific criteria used by the researcher in collecting and analyzing the research data should be completely described.

This study uses a descriptive qualitative approach with a desk-based/secondary policy analysis method. This study does not collect primary data in the field, but instead focuses on a critical evaluation of existing regulations, literature synthesis, and the use of simulation data from previous studies (Dunn, 2018). A desk-based design is sufficient because the objective is to evaluate what current regulation says and to compare it with the conditions that wellness tourism requires. The unit of analysis is the policy text, not visitor behavior or perception. Policy documents are the authoritative record of regulatory intent, and the visit, carrying capacity and visitor profile data needed to test that text already exist in published sources. Primary data, such as visitor surveys or interviews with officials, would be needed to measure perceptions or compliance; this study does not claim to do so, and Section 4 states this boundary as a limitation.

Data Sources

The corpus has two sets. The policy documents are Law No. 10/2025 on Tourism, the Regional Tourism Development Master Plan (RIPPADA) of Pangandaran Regency [regulation number and year], and the Coastal Area and Small Island Zoning Plan (RZWP3K) of West Java Province [regulation number and year], which covers Batu Karas. The supporting data are visit data from the Pangandaran Regency Tourism and Culture Office [years], the Batu Karas visitor profile data (Daya Cipta Pengembangan Batu Karas, 2019), the carrying capacity study that sets the threshold of 1,280 visitors per day [cite the document], and the Global Wellness Institute (2018) report on secondary wellness travelers.

A Source was included if it (1) was issued by a government body or an identifiable research publisher, (b) was in force or published (c) covered Pangandaran Regency or the Batu Karas coast, or addressed tourism marketing, coastal spatial management or local business empowerment, and (d) could be traced to a year and an article or page.

Procedure and Instrumnets

The analysis has four steps, carried out in sequence

Step 1, policy content analysis. Each policy document wwas read in full, and the articles that address three categories were extracted: marketing orientation, spatial and coustic management of the coast, and protection and capacity building of local business. Each article was coded in a matrix as accommodates (explicitly supports the requirement), partial (mentions it without an instrument or target), silent (No. provision) or contradicts (sets a target that works against it). The requirements are those developed in the introduction: segment-based and value-droven marketing, control of noise, crowding and visitor load; and local standards and ownership protection

Step 2, secondary data synthesis. For each supporting source, the indikator, value, year and source were recorded in an extraction table. The indikators are seasonal visits, the carrying capacity threshold and the visitor porfile. Each indikator was compared with the corresponding requirement from Step 1.

Step 3, policy gap analysis. For each category, the status quo from Step 1 was set against the required condition from Step 2 and the introduction, and the difference was written as a gap statement.

Step 4, option evaluation. Each policy option was described by its policy actions, its impacts and feasibility, and its disadvantages. Option were judged on three criteria: effectiveness in protecting restorative quality, feasibility (cost and legal basis) and acceptability to local business. Complementary options were combined. Recommendations are limited to zoning and policy measures.

Trustworhiness

Credibility rests on triangulating three kinds of source (policy tect, qualitative secondaru data and published theory), and a finding is reported as a gap only when at least two of them converge. Depednability is supported by an audit trail: teh coding matrix, the document versions and the retrieval dates are recorded. Transferability is supported by the description of the Batu Karas context in Section 1, so readers can judge whether the findings apply to other coastal destinations. For confirmability, [cite the tourism research methodology tect, ch 13 on qulitatie data analysis]

C. RESULTS AND ANALYSIS

Based on content analysis of the documnets and simulation data from previous studies, three critical issues (critical policy gap) were found which are the main obstacles to the transformation of Batu Karas Beach into a coastal wellness destination. This section answers the two research problems stated in the introduction: whether marketing policy and spatial management in Batu Karas are aligned with the requirements of niche wellness tourism, and which policy scenario would close the gaps fpund. Each result is followed by its interpretation and a comparison with earlier studies.

The Volume -Driven Paradox of Marketing Policy

On Existing Perda Kab Pangandaran No 7 tahun 2018 RIPPDa) ch 14 document remain biased on the market approach. The relevant agencies success targets are measured by the aggregate increase in annual tourist numbers without any specific market segmentation. This creates a biased branding of Batu Karas; on the one hand, it boast premium natural assets for surfing and tranquility, while on the other, it is generically promoted as a mass recreation destination. This policy ignores the characteristics of secondary wellness travelers, as identified by the Global Wellness Institute (2018), where this high-spending group requires guaranteed environmental quality and a tranquil atmosphere, not mass crowding.

Acoustic and Spactial Degradation of Recovery Space (Blue Space Degradation)

The lack of noise regulations and parking arrangements undermines the therapeutic function of the sea as a *blue space recovery space* during peak visitor seasons. Syntesis of simualted visitation data from

previous research indicates an extreme seasonal surge in Batu Karas during and after holiday seasons. During this period motorized vehicles accumulate along the coastline Detik.com. (January, 2026). From the perspective of Attention Restoration Theory (ART), this situation triggers negative externalities in the form of noise pollution and visual clutter, which undermine the effect of soft *fascination* (the natural stimulation of the sound of waves and wind).

Table 1. Blue Space Recovery Zone

Blue Space Zone	Existing ART Dimension	Restorative Quality Level (RES Score)	Primary Therapeutic Stimulus/Environmental Indicator
Zone 1: Surf Point (BK Point & Legok Pari)	Fascination, Extent, Compatibility	High	Hydrotherapy, the consistent visual rhythm of point break waves, the kinetic stimulus of surf therapy
Zone 2: Cijulang River Lagoon	Being Away, Fascination	Very High	Passive wellness, acoustic silence of still water, reduction of urban stimulation (cognitive restoration/attention recovery)
Zone 3: Mangrove Ecosystem (21.5 Ha)	Being Away, Extent, Compatibility	Very High	Ecotherapy, a mindful nature walk experience under a green canopy, biomass/phytoncidal sensory stimulation

Source: Research Data, 2025

The analysis of the data in the table 1 above was developed based on Kaplan's (1995) 4 pillars of ART components to explain why the three zones received high RES scores:

Surfing Zone (BK Point & Legok Pari) – Dominated by *Fascination & Compatibility*: The gentle and consistent characteristics of Batukaras' *point break waves trigger the soft fascination aspect* —a natural visual stimulation that captivates attention without tiring cognitively. Water sports activities here act as *surf therapy* that trains motor nerve focus, while fulfilling the *compatibility aspect* for tourists seeking active restoration through direct physical interaction with marine hydrology (*hydrotherapy*).

Cijulang River Lagoon Zone – Dominance of *Being Away & Fascination* : This lagoon offers a radical contrast to the hustle and bustle of the main shoreline area, which is noisy due to mass tourism. The still and calm character of the water provides a powerful psychological feeling of *being away* , *freeing mental capacity from the fatigue of directed attention* . The sound of gentle ripples induces alpha/theta brain waves, triggering a natural deep relaxation (*passive wellness*).

Mangrove Ecosystem Zone (21.5 Ha) – Dominance of *Extent & Being Away* : With an area of 21.5 hectares, this zone provides a positive sense of isolation that extends (*extent*). The green canopy and massive mangrove forest landscape isolate tourists from air pollution and motor vehicle noise pollution. This environment serves as a main corridor for *ecotherapy* and *mindful nature walks* , where multi-sensory stimulation (the aroma of wet soil, iodine-rich air, and biomorphic visuals) accelerates psychological recovery from urban stress.

Risk of Economic Gentrification and Unpreparedness of Local Industries

Local communities (beach stalls and homestays) currently operate without the hygiene standards, healthy menus (*wellness cuisine*), or environmental friendliness sought by the wellness tourism market. If local governments immediately open the floodgates for global *wellness investment* without strong institutional regulatory protections, there is a critical threat of economic gentrification. Large foreign investors will control premium coastal land for exclusive resorts, while local communities are forced into low-wage labor or pushed out of the tourism ecosystem.

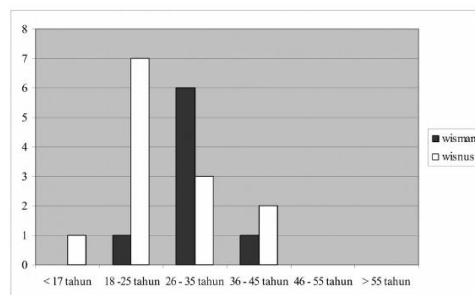
Based on google reviews for homestay and accomodation in Batu Karas, imbalance between the surge of modern investment and the readiness of the community accommodation (*homestay*) ecosystem to exist in Batu Karas. Currently, the majority of *homestays* owned by local residents are still managed conventionally without standardized wellness services—whether in terms of acoustic comfort, hygiene, or the integration of locally based healthy food. On the other hand, regional regulations stipulated in the RIPPARDA (Regional Tourism Development Master Plan) currently focus on quantitative targets for visits and macro-investment growth, but lack legal protection instruments or strict capital zoning to mitigate the expansion of foreign capital or large investors from outside the region.

The absence of incentive and protective regulations has triggered an economic gentrification phenomenon that is slowly pushing out local businesses. Large-capital investors from outside the region easily acquire strategic land on the coastline (*front-row beach*) to build modern resorts or cafes that adopt *aesthetic wellness concepts*, while local communities are increasingly displaced to the back -row areas and become mere spectators or low-wage workers. If RIPPARDA is not immediately revitalized by including clauses limiting ownership of coastal assets by non-local parties and a wellness standardization incubation program for public accommodations, then the development of *blue space wellness tourism* in Batu Karas will actually widen the socio-economic gap rather than improving the welfare of the local community.

Characteristics of Batu karas Tourists

In addition, supporting data at figure 1 below can be presented on the characteristics of Batu Karas tourists which can be used as a foundation for determining policies based on existing demand from both foreign and domestic tourists, including age, gender, residence, status, education level, occupation and income. The majority of foreign tourists visiting Batu Karas are in the 26-35 age group (75%), while domestic tourists are in the 18-25 age group (53.8%).

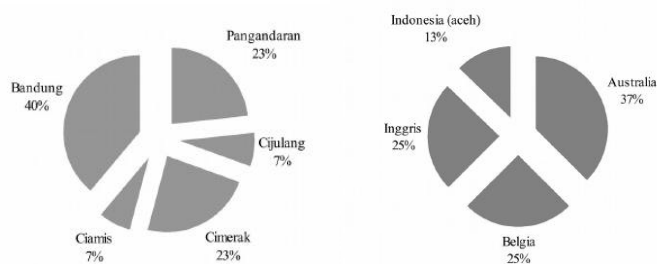
Figure 1. Number of Foreign and Domestic Tourist in Batu Karas by Age Group



Source: BPS Kab Pangandaran, 2025

The main destinations of foreign tourists include Indonesia at figure 2 below, Australia, the United Kingdom, and Belgium. Australia (37%) is the largest source of foreign tourists, followed by the United Kingdom and Belgium (25%), followed by other countries. Domestic tourists also come from Bandung, Pangandaran, Cimerak, Cijulang, and Ciamis. The majority of domestic tourists come from Bandung (40%), Pangandaran (23%), Cimerak (23%), and other areas.

Figure 2. Percentage of Batu Karas tourist by place of residence



Source: Research Data, 2025

The motivation for visiting Batu Karas for both domestic and foreign tourists is primarily surfing, followed by recreation and swimming at figure 2. Based on the attractions visited, Green Canyon and Batu Karas Beach are popular among international tourists at figure 3. The average length of stay for international tourists is 18.5 nights, while domestic tourists stay 2.8 nights at figure 4.

Figure 2. Motivation for Tourist Visits to Batu Karas

Motivasi Kunjungan	%	
	Wisman	Wisnus
Berenang	21	53,8
Berselancar	43	38,4
Mencari petualangan baru	29	0
Menemui teman/kolega	7	0
Kerja/urusan bisnis	0	0
Riset	0	0
Lainnya	0	7,6

Figure 3. Tourist Attraction That Have Been Visited

Obyek Daya Tarik Wisata	%	
	wisman	wisnus
Green Canyon	60	0
Pantai (Batu Karas)	20	0
Pangandaran	0	38,2
Karang Nini	0	7,6
Bali	0	7,6
Lain-lain	20	0

Figure 4. Length of Stay of Torist at Accommodation

Lama Tinggal di Akomodasi	%	
	Wisman	Wisnus
1 malam	0	41,6
2 malam	25	8,3
3 malam	0	16,6
5 malam	0	16,6
7 malam	13	0
9 malam	13	0
12 malam	13	0
21 malam	13	0
30 malam	13	0
60 malam	13	0

Source: Research Data, 2025

The simulation data from Daya Cipta Pengembangan Batu Karas (2019) at figure indicate that Batu Karas has strong potential as a coastal tourism destination, attracting both domestic and international visitors, particularly surfers and digital nomads seeking water-based activities and extended stays. International tourists have an average length of stay (LoS) of 18.5 nights, highlighting the destination's appeal as a tranquil blue space for recreation, relaxation, and remote work. However, this growing popularity raises concerns about environmental sustainability and the preservation of visitors' restorative experiences. The estimated carrying capacity threshold of 1,048 people per day represents a critical limit for minimizing overcrowding and noise pollution that could undermine the psychological and ecological benefits of the coastal environment. These findings highlight the need for further research into tourist movements, growth patterns, and visitor typologies to support sustainable destination planning and prevent overtourism

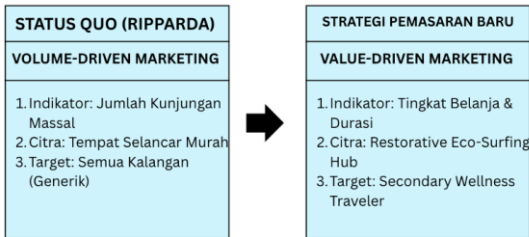
Discussion of Policy Options

Redefining Marketing Strategy at figure 5 below: Transforming Towards Value Driven Destinations

According to the Pangandaran Regency Regional Tourism Development Master Plan (RIPPARDA), tourism marketing policies currently rely on a *volume-driven marketing approach*. Success is measured quantitatively through aggregate annual visits and maximized accommodation occupancy, without specific market segmentation. In the context of Batukaras Beach, this generic promotional policy has limited the destination's image to a "cheap surfing spot" open to all.

However, when compared to market trends released by the *Global Wellness Institute (GWI)*, this *conventional mass tourism* approach overlooks the economic potential of the *secondary wellness traveler group*. This group of tourists has significantly higher *spending power*—up to 178% higher on a domestic scale than regular tourists. Their primary characteristic is not seeking crowded, artificial attractions, but rather seeking destinations that can support healthy lifestyle routines, serenity, and mental recovery in between their activities.

Figure 5. Redefining Marketing Strategy



Previous research on restorative environments and blue spaces highlights the potential of natural landscapes to support psychological well-being (Kaplan & Kaplan, 1989; Völker & Kistemann, 2011; White et al., 2013), while wellness tourism literature emphasizes the integration of well-being experiences into leisure travel (Smith & Puczkó, 2014; Global Wellness Institute, 2023). These perspectives provide a foundation for reconsidering how coastal destinations are positioned and managed. In the context of Batu Karas, this study's policy analysis examines the alignment between the existing tourism development direction under Pangandaran Regency Regional Regulation No. 12 of 2019 concerning the Regional Tourism Development Master Plan (*RIPPARDA*) for 2019–2025, Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, and the applicable coastal zoning framework under the West Java Coastal Area and Small Islands Zoning Plan (*RZWP3K*). The analysis identifies the need to better integrate tourism marketing, the protection of restorative environmental qualities, and local economic participation. Accordingly, “*Unlocking Coastal Wellness in Batu Karas*” is proposed as a marketing-policy intervention that shifts the destination's positioning from visitor quantity toward value-driven tourism. Rather than transforming Batu Karas into a medical rehabilitation centre, the proposed *Restorative Eco-Surfing Hub* positions the destination as a place where surfing is complemented by restorative experiences associated with the natural seascape. This repositioning could differentiate Batu Karas in the tourism market and attract visitors who value environmental quality, tranquillity, and meaningful experiences. However, the realization of this potential depends on effective spatial and acoustic management, alignment with applicable regulations, and inclusive partnerships that enable local communities and businesses to benefit from tourism development.

Spatial Governance Based on Vluce Space and Attention Restoration Theory

The biggest structural challenge in realizing the *coastal wellness concept* in Batukaras is the apparent spatial contradiction between wellness tourism activities during peak holiday seasons. Synthesis of simulated data on visitor fluctuations from previous research shows that Batukaras often experiences extreme seasonal load spikes, particularly on D+3 and D+4 of religious holidays. Vehicle density along the coastline triggers negative externalities in the form of noise pollution and visual clutter due to the disorganized layout of parking and vendors.

From the perspective of *Attention Restoration Theory* (ART), noise pollution and spatial density directly damage human cognitive recovery mechanisms. ART theory asserts that the marine environment can function as a therapeutic space only if it is able to offer a *soft fascination effect*—that is, calming sensory stimulation such as the constant sound of crashing waves, the whistling wind, and the expansive expanse of the horizon. When these natural sounds are reduced by the noise of vehicle exhausts and loud music from commercial activities on the shoreline, the dimensions of *compatibility* and *being away* from the destination collapse. Tourists fail to achieve mental recovery (*blue space recovery*), which in the long run

will reduce the selling value of Batu Karas in the eyes of the premium market. Therefore, the destination governance policy framework in Batukaras must immediately adopt the *Blue Space zoning principle*. Recommended spatial policy interventions are: 1). Beach Acoustic Zoning: Establishing clear divisions of beach areas. Separating areas permitted for commercial/noisy activities from areas locked as *Restorative Zones (Quiet Zones)*, specifically for mindfulness activities, yoga, or enjoying the tranquility of the beach; 2). Noise Limit Regulations: Implement local regulations that limit the use of commercial loudspeakers and prohibit vehicles with non-standard exhausts from entering the main beach area after certain hours.

Carrying Capacity mangement Policy

Current tourism entry policies in the region tend to be passive; the toll gate remains open as long as ticket transactions continue. However, physical and ecological capacity simulation data from previous research indicates that Batukaras frequently exceeds the psychological carrying capacity threshold for tourists during *long weekends*, as evidenced by a decline in visitor satisfaction due to limited beach space.

To secure the success of the *coastal wellness concept*, local governments and local managers must boldly implement restrictive capacity control policy instruments that have positive long-term impacts. First, the introduction of an integrated daily quota-based *e-ticketing system*. When the daily carrying capacity simulation is met, the flow of visitors must be diverted or delayed through a digital information system at the main access route. Second, the implementation of the *Pedestrian-Only Beach Front policy*. The entire beachfront area must be sterilized from motorized vehicles; the main parking pockets are moved outside the first tourism ring. Tourists are required to walk or use environmentally friendly modes of transportation (such as bicycles or community electric vehicles). This policy not only reduces pollution but also restores the function of the beachfront road as a healthy walking space (*wellness walking path*) for visitors.

Therefore, the arrangement of *walking paths* and vehicle sterilization areas should not merely serve as physical barriers, but rather be aesthetically designed, interactive, and *Instagrammable* to align with the visual preferences of the young domestic tourist segment that currently dominates the domestic market. A persuasive approach through youth-friendly infrastructure is crucial for transforming the perception of restrictions into a value-added experience, while also mitigating the risk of resistance from the main domestic market to the capacity management policy at Batukara.

Industrial Standardization and Strengthening of Local Community Institution

The final policy gap identified in this analysis is the local tourism industry's lack of preparedness to capture the preferences of *secondary wellness travelers*. Most homestays and culinary stalls in Batukaras still operate conventionally, without any regard for health, hygiene, or *eco-friendly standard*. Furthermore, there is the latent threat of economic gentrification, where large capital from outside the region could potentially take over premium coastal land to build exclusive *wellness resorts* marginalizing local communities as spectators on their own land. Within the institutional pillar, the Pangandaran Regional Development Plan (RIPPARD) needs to include a clause to strengthen the capacity of the Batukaras Tourism Awareness Group (Pokdarwis) as a sovereign destination *co-manager*, not just a technical implementer of cleanliness. The policy framework should address the following aspects: 1). Local Guide and Instructor Certification: Establishing a regular training program for young local surfers to become certified not only as technical surf guides, but also as *mindfulness surf instructors* —able to guide tourists to experience the therapeutic harmony of the ocean while paddling on their boards; 2). Incentive Linkage for Wellness Culinary: The local government is providing incentives in the form of training in healthy food processing (*wellness culinary*) for beach food stall owners. This policy requires the use of local supply chains — such as organic seafood caught directly by Batukaras fishermen without synthetic preservatives and reducing the use of excessive flavorings. This step ensures that money from *high-spending travelers* flows directly into the local economy; 3). Inclusive Partnership Regulations: Every large-scale *wellness*

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resort investment is required to establish a partnership with the local BUMDes (Village-Owned Enterprise) or Pokdarwis (Tourism Group), either through the allocation of commercial management space or the recruitment of certified local workers. This protection policy is crucial to ensuring Batukaras' transformation into a community-based *wellness tourism destination* and maintaining its authenticity.

Evaluation of Policy Options

Table 2. Policy Options

Option	Policy Actions	Impacts and feasibility
1. Wellness-oriented status quo	Keep the spatial and access rules of RIPPARDA; add a wellness narrative to regional digital media; give volunteer training to Pokdarwis	The budget is minimal and does not trigger regulatory risks or conflicts with conventional businesses. However, this option is ineffective in addressing noise pollution and congestion during <i>peak season</i> . <i>Wellness</i> promotions that are not accompanied by real-world improvements risk being perceived as <i>tourism greenwashing</i> .
2. Acoustic zoning and controlled capacity	Establishing a protected <i>Restorative Zone at a specific beach point for meditation/yoga</i> ; <i>implementing a Pedestrian-Only Beach Front policy</i> on weekends by moving the main parking area 500 meters outside the beach; and issuing regulations on decibel limits for commercial loudspeakers and noisy exhausts in tourist areas	Restores blue space function directly; local stalls keep access because pedestrian access stays open; the most feasible option
3. Quota-based premium transformation	Daily quota e-ticketing; much higher entrance fees; mandatory conversion of accommodation to international-standard eco-lodges	Ecological quality and quiet fully preserved
4. Public-private-community partnership and green incentives	Tax cuts and easier permits for homestays and stalls with an eco-wellness and hygiene certificate; partnership with private investors for an annual eco-wellness and surf event; CSR funds for waste infrastructure and electric vehicles managed by Pokdarwis	Business-friendly and non-coercive; private sector and community join voluntarily

Recommended Hybrid Scenarion

Based on the results of a option policy at table 2 above, policy gap analysis, *and* an evaluation of the environmental restorative value (RES) of the Batukaras *blue space corridor*, this study formulates a tactical recommendation in the form of a Transformative Collaboration Scenario. This recommendation simultaneously integrates physical landscape planning (Option 2) with strengthening the capacity of a

community-based circular economy (Option 4). This hybrid approach is designed to shift Batukaras' paradigm from an extractive mass tourism destination to a sustainable *Integrated Coastal Wellness Corridor*.

Table 6. Recommendations

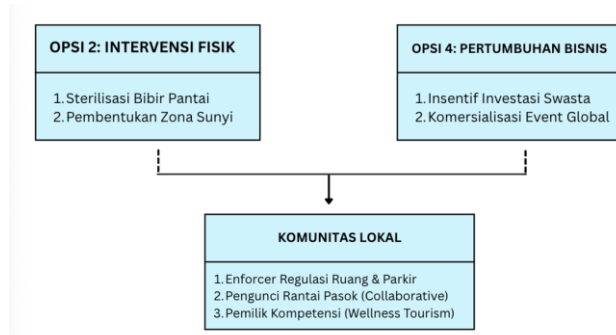
Recommendation	Urgency	Policy Action
Option 2. Acoustic Zoning Regulation and Vehicle Sterilization on the Beach (<i>Spatial & Noise control</i>)	Very High. Noise pollution and traffic congestion during <i>peak season</i> instantly kill the therapeutic effects of the sea (<i>blue space</i>). If the tranquility and spatial comfort of Batukaras are lost, <i>secondary wellness travelers</i> will be discouraged from visiting	1) Issue regional regulations (Regent's Circular/Office Regulations) prohibiting motorized vehicles from entering the first ring of beaches on weekends and national holidays (Pedestrian-Only Beach Front). Parking pockets are being moved outside the beach area. 2) Establish maximum decibel limits for commercial loudspeakers and prohibit noisy exhausts along the coastal strip to create a safe Restorative Zone (Silent Zone) for <i>mindfulness</i> and yoga activities.
Option 4. Certification Policy and Inclusive Market Incentives for Local Business Actors (<i>Community-Based Incentives</i>)	Very High. To prevent resistance from local residents due to the above spatial planning, and to close the gap in economic gentrification where large external capital suddenly arrives and displaces native residents	1) Providing regional tax reduction incentives for <i>homestays</i> and beach stalls owned by residents who voluntarily adopt healthy and hygienic standards (<i>Eco-Wellness Certification</i>). 2) Facilitating free training and certification from the local government allows local surfers to become <i>mindfulness surf instructors</i> and allows food stall owners to serve <i>wellness cuisine</i> based on organic seafood caught by Batukaras fishermen. This step ensures that money from premium tourists goes directly to the local community

As illustrated in Figure 6 below, the proposed hybrid policy approach combines physical and spatial interventions (Option 2) with business development measures (Option 4), while positioning the local community at the centre of implementation. The proposed interventions include beachfront traffic and parking management, the designation of a quiet restorative zone, incentives for private investment, and the development of globally marketable events. Local communities are envisaged as key partners in spatial

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management, collaborative supply chains, and wellness tourism competency development. By integrating environmental management with responsible business growth and community participation, this approach seeks to protect Batu Karas's restorative coastal qualities while expanding local economic opportunities.

Figure 6. Hybrid Policy Action Recommendations



In its implementation, the enthusiasm for business growth and private investment from Option 4 will still be permitted to develop Batukaras' tourism infrastructure. However, its operation must be secured using the spatial control regulations from Option 2 and legally bound by the Collaborative Economy scheme. The role of local communities in this hybrid scenario is divided into two main areas:

Community as *Enforcer of Spatial Regulation* (Pillar Option 2): The local government acts as the legal regulator, while the local Pokdarwis and Karang Taruna act as field supervisors who hold full management rights over the outer parking pockets that are sterilized from the beach. The community also functions as an acoustic patrol unit *that* controls the noise limits of vehicles and commercial music in *the Restorative Zone area*.

Community as a Tester of Collaborative Economic Supply Chains (Pillar Option 4): Through the concept of *Community-Based Wellness Tourism*, corporations or large investors entering Batukaras are prohibited from building isolated business ecosystems. This hybrid regulation requires private investors to share the supply chain with the local community; a network of resident-owned *homestays* becomes the main accommodation partner, a fishermen's cooperative acts as the sole supplier of healthy culinary ingredients (*wellness gastronomy*), and local young surfers who have been equipped with competency certification are the only parties legally authorized to provide *mindfulness surf instructor services* .

Through this collaborative integration, Batukaras has succeeded in achieving an ideal balance: the ecological quality and serenity of the beach are maintained (Option 2), macroeconomic investment continues to grow (Option 4), and most importantly, the local community is not a spectator but rather the owner of economic sovereignty in their own destination.

D. CONCLUSION

This study set out identify the policy gaps that keep Batu Karas from functioning as a coastal wellness destination and to formulate the intervention that bridge them. The main finding is that the gap is structural rather than promotional. Current regulation measures success by visit volume, yet it provides no instrument to protect the quiet, uncrowded conditions on which both secondary wellness travelers and the restorative value of the three blue spaces depend. It gives local business no protection against the concentration of outside capital. For the theoretical gap stated in the introduction, this means that moving

a mass-market coastal destination toward niche wellness tourism is a matter of aligning marketing policy with spatial and acoustic governance, not of adopting a new promotional narrative. The hybrid scenario that combines zoning with a collaborative partnership framework is the policy response to the finding: it protects the Restorative Zone while keeping private partnership and local ownership together.

The conclusion has limits. The analysis is desk-based, the carrying capacity threshold and the visitor profile come from earlier studies and may be dated, wellness motivation was not measured, and the restorative value of each zone is interpreted through theory, not measured on site. Future research should therefore (1) collect primary data, such as visitor survey in wellness motivation and willingness to pay, noise measurements in the proposed Restorative Zone, and interviews with officials, Pokdarwis and business owners to test acceptability; (2) pilot zoning measures and monitor their effect; (3) compare the findings with other Indonesian coastal destinations that face a similar shift from mass to niche markets.

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