

Fishermen Community Based Tourism Development in Packaging Surf Fishing Activities for Tourist in Pangandaran Beach Destination

**Beta Budisetyorini *1, Deddy Adisudharma², Dicky Arsyul Salam³, Wisi Wulandari⁴,
Mega Fitriani Adiwarna Prawira⁵**

NHI Tourism Polytechnic Bandung, Indonesia¹²³⁴⁵
Email: betasetyorini@gmail.com*1

Abstract

The coastal area in Pangandaran Beach Destination has been developed for marine tourism activities. Surf fishing by Cikidang village fisherman is one of marine activities that attract tourists for recreation. Surf fishing is one of sustainable fishing techniques for marine tourism development which provide Cikidang fishermen opportunity to create it as tourist fishing activities in friendly environment. This community service study aims to investigate the challenge and benefit, also assist the Cikidang fisherman community in making surf fishing tourism package as community based tourism development to increase their additional income as well as to enhance their surf fishing tourism product development knowledge and skill. The method used in this community service study is a participatory survey approach and analyzed descriptively based on depth-interview and field observation. The result of this study show the surf fishing is a friendly environment activities. The surf fishing tourism package program operation phase should be divided into three stages consist of preparation, catching, and cooking services for one day tourist activities. The surf fishing operator is suggested managed by three type of fishermen group associated with the Cikidang fish auction place. The offering surf fishing tourism package price is calculated based on the fisherman local guide fee, surf fishing tools and equipment rate, and cooking services rate.

Keywords: Surf fishing package; Cikidang fisherman; Community based tourism development

A. INTRODUCTION

Pangandaran Beach Destination has been known as a marine tourism and fisheries potential to increase economic growth for the fishermen community income. Cikidang Village is located directly adjacent to the East Coastline Pangandaran District of Indonesia Ocean and one of the marine fisheries contributors in West Java Province. The fishermen in Cikidang Village is categorized into three group types of work, there are the capture fishing communities, the labor fishermen, and the bakul fishermen (Julianty, 2021). The capture fishing communities group are coastal communities with a livelihood catching fish directly in the sea either as traditional fishing fishermen or modern fishing fishermen. The traditional and modern here are distinguished on the basis of the use of marine technology such as fishing gear and the type of vessel used. The community of labor fishermen group is described as a poor fishing community and we encounter the most in the lives of coastal communities. The Labor fishermen usually work as ship laborers or crew members, this is because they do not have the capital to buy equipment/vessels for their productive business. Therefore, the income of labor fishermen is among the smallest among other community groups. The bakul fishermen community group, usually works at fish auction place and around the port. They collect fish caught by fishermen through fish action place for sale to the public directly or sold through fish markets (Julianty, 2021).

There are two factors that make fishermen's income uncertain, the first factor is non-natural factors and the second is natural factors (Julianty, 2021). Non-natural factors such as differences in fishing fleets,

* Corresponding author

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fishing gear, injustice in profit sharing, lack of guarantees for safety, and fishermen's cooperation that do not function properly. Meanwhile, natural factors are factors caused by natural conditions, such as the changing fishing season and unpredictable weather at sea (Juliyanti, 2021). The production of capture fishermen is greatly affected by natural conditions, such as when sudden climate changes and extreme weather occurs. Unfavorable natural conditions for fishermen will have an impact on the economic aspects of the fisheries sector also for fishermen community income.

Fishermen have a high dependence on natural conditions, therefore fishermen's production results are uncertain, therefore the fishing profession is not promising enough to fulfill their daily needs. In Nugroho (2017) due to weather anomalies which cause big waves as well as high rainfall and strong winds, the productivity of fishermen to go to sea decreases by up to 60%, because the presence of weather anomalies makes fishing activities dangerous. The increase in temperature in sea water due to global warming has also resulted in an increase in sea level, this has made the fisheries sector, both capture fisheries and aquaculture, experience quite serious problems. These changes make changes in reproductive physiology in fish, changes in food webs, and affect coral reef ecosystems.

Refer to the Cikidang's fishermen daily income uncertainty due to their fisheries productivity is depend on mostly by the natural condition and non-natural factors. Therefore creating fishing tourism activities should be regarded as one of Cikidang fishermen's alternative and additional income opportunity. One thing that attracts tourists attention is the activity of surf fishing in the East Coastline Pangandaran District. Surf fishing is a fishing activity based on land and carried out by standing on the shoreline or wading to the surf area. Surf fishing refer more specifically to catch fishes from the beach by casting into the surf at or near the shoreline (Charters, 2017). Surf fishing can be an alternative for marine tourism activities that should be prepared and operated by the Cikidang fisherman village, since Pangandaran Beach Destination has a long coastline and a fairly wide surf area. The coastline of Pangandaran District is 18 km in length.

Therefore this community service study aims to investigate the challenge and benefit, also assist the Cikidang fisherman communities group in creating surf fishing tourism package program that can be sell for the tourist visiting Pangandaran Beach Destination.

B. RESEARCH METHOD

This community service study was conducted at the East Coast Pangandaran, Cikidang Village, Pangandaran District, Pangandaran Regency, West Java. This study uses primary data to identify the needs for creating surf fishing tourism package program based on three stages (1) The preparation of tools and equipment such as surf fishing gear specifications, operation mode, and catch variety variation, (2) The catching area such as finding appropriate surf fishing spot and (3) The cooking services activity such as additional integrated surf fishing package program.

Data collection approach include participatory survey approach with field observation and in-depth interviews with Cikidang fisherman community representing each type of the capture fishing communities, the labor fishermen, and the bakul fishermen also related parties such as tourists to create appropriate surf fishing tourism package program for tourist in Pangandaran Beach Destination.

Analysis is done through qualitative descriptive technique from the result of discussion and field observation to identify the challenge, benefit and give solution for the Cikidang's fishermen community based tourism development.

C. RESULTS AND ANALYSIS

Marine tourism in Pangandaran Beach Destination has contributed to strengthen the local economies on fisheries sector through Community Based Tourism Development (CBTD). It can become

additional income that aids local fishermen community by offering educational opportunities, environment conservation and income-generating activities through creating surf fishing tourism package opportunity.

According to Hiwasaki (2006), CBTD typically has four objectives. (1) Conservation of resources: sustaining the environment and bringing about positive impacts on both natural and cultural resources in the area through tourism. Consequently, tourism creates value. (2) Social and economic development: delivering a new approach to local economic development, in which costs and benefits are equitably distributed to residents participating in tourism activities. (3) Empowerment and ownership: increasing empowerment and ownership which is recognized by local communities by allowing local residents to participate in appropriate tourism planning and management. (4) Quality visitor experience: ensuring tourists partake in authentic and meaningful experiences through social and environmental responsibility

CBTD in Cikidang Village is progressed and developed in accordance with fishermen community resources. It aims a specific local needs due to the core of the CBTD plan is being determined on how best to use fisheries resources as tourism development tool to create surf fishing tourism package. Fishermen community in Cikidang Village suggested surf fishing tourism package as a product development as a solution to address this following identified challenges and benefits:

1. The Surf Fishing Tourism Package Challenges

The lack of preparation for surf fishing tourism activities as a challenge for Cikidang's Fisherman CBTD. The study findings from interviews indicated the inexistence of surf fishing tourism activity preparation in the fishermen community. Eventhough the surf fishing is considered as the community resource because they have the skill and experience how to surf fishing in daily routine, however they don't know how to prepare surf fishing tools and equipment for tourists. This issue become a problem for developing surf fishing tourism package in the area, resulting in difficulties for CBTD.

We also identified difficulty to find best surf fishing catching spot because of the natural condition issues such as the changing fishing season and unpredictable weather at sea that become another challenge for Cikidang fishermen CBTD. If the surf fishing catching spot are not determined at the local level, there is a high possibility for communities to lose their surf fishing tourism product development opportunity. From the interviews, local fishermen welcome and help tourist to find surf fishing catching spot based on their experience and assumption to choose the spot. Nonetheless, they need to accept that existing surf fishing catching spot sometime inappropriate for tourist experiment due to the natural condition issues. In this case, the community's interest is the first concern and creating surf fishing tourism package programs tailored to the need may help them the most. However, the community is in need of expertise and weather tide technology tools to make the surf fishing tourism package programs possible. Therefore, it necessitates requesting outsider consultation for education and training in making surf fishing tourism package program.

Another challenge for Cikidang fishermen community is the absence offering for tourists cooking program after catching fish. Mostly tourists will get back to their accommodation stay and cook on their own or but somehow not all the accommodation in Pangandaran Beach Destination allow tourist to cook themselves. Sometime tourist looking for local community favour in the area to help them to cook but not all local community are ready to help. While CBTD offers the high possibility of creating jobs and increases fishermen community's income-generating capability through surf fishing tourism development, it is important to have all types of local fishermen participation to obtain benefits from the surf fishing tourism package program, including cooking program after catching fish.

2. The Surf Fishing Tourism Package Benefits

Although surf fishing tourism activities in Cikidang's fishermen community revealed some challenges as above mention, however the fishermen community still has strong points to support surf fishing tourism package program for their CBTD. As the interview and field observation findings indicated that fishing tourism resources in Cikidang fishermen community serve its purpose for surf fishing tourism package as they are located in Pangandaran Beach Destination and attract tourists all year around. Therefore, the benefit of surf fishing tourism package for Cikidang fishermen community is identified as followed:

- a. The availability of surf fishing tools and equipment can be found in local stores or rental in Pangandaran Beach Destination. Beside that the fishermen community also have some spare to be rent for the tourists. This can be source of income by renting fishing tools and equipment. However, the Cikidang fishermen community should be aware that not all tourists are able to use the surf fishing tools and equipment and other tourists can be expertise in surf fishing, therefore the Cikidang fishermen community should create a preparation program as the first stage according type of tourist fishing behavior.
- b. The second benefit is that Cikidang fishermen communitis are free to explore catching fishing area spot in Pangandaran District that suitable for surf fishing tourism package program. However, permit consideration to use some space of the East Coastline Pangandaran Beach for surf fishing spot must be manage within the capture fishing communities, the labor fishermen, and the bakul fishermen, also the Cikidang fish auction place to have coordination with Pangandaran Regency Tourism Board, Pangandaran Agency for Marine Affairs and Fisheries Board, also Pangandaran Agency for Natural Resources and Ecosystem conservation, as well as the Head of Pangandaran District, Cikidang Village Head, and local resident community surround the surf fishing area spot choosen. From the interview and field observation findings there are some spot for surf fishing activities in East Coastline Pangandaran however because lack of weather and tide forecasting information and due to unpredictable natural condition insues therefore sometime the fishing spot area is disappointing and below expectation.
- c. The third benefit, surf fishing tourism package program can be merged with cooking fish catching services to add more income for the fishermen community tourism development. It can include variety of cooking methods either serve cook by the local or provide cooking area and tools for tourists to cook themselves. If the tourist experiencing no fish has been cought, then the fishermen community can offer the tourists ready to cook fish. The fresh fish can be bought from Cikidang fish auction place.

3. *The Surf Fishing Tourism Package Program as Solution*

Refer to the challenges and benefits identification to create surf fishing tourism package, and further discussion with Cikidang fishermen community, this community service study has proposed solution that can be seen on the following table 1.

Table 1 explain, that Cikidang fishermen community suffer from a lack human resources tourism product development competency. Mostly, it is due to the absence knowledge among fishermen community and access to the market. When CBT is developed based on fishermen community assets, the aim to develop a greater economy is the first major concern (Coulthard, S., and Mcgregor, 2015). Marketing notable community products and introducing special offers may become a focus for the supply side of the spectrum, but what tourists are going to buy might be overlooked. In this sense, surf fishing tourism products should be designed based on market demand (Sumiono, N/A).

From interviews and field observations, findings mentioned the need for unique products locally owned by the community as a solution toward human resources tourism product development and

marketing competency. Additionally, products should be developed through a partnership in which they can assist in providing necessary skills and market access. The marketing strategy can be more successful if a communication plan is built based on tourist motivation and involvement (Rizal et al, 2021). Also, it is advised that the third government agency to assist with marketing promotion program. Because the purpose of the surf fishing program is to promote the best local products at a local level, communities can adopt this program to put themselves into a proper market in order to foster community wellbeing.

Table 1. Surf Fishing Tourism Package Solution for Cikidang Fishermen Community

Planning Stage		Challenges	Benefit	Solution
1	Preparation	1) Surf fishing tools and equipment availability. 2) Differentiate surf fishing activities beginner, intermediate and professional program. 3) Local guide skill and experience.	1) Income from purchasing and rental income. 2) Income from purchasing surf activities program classification. 3) Income from local guide.	Form an organisation fishermen CBTD group
2	Surf Fishing Catching Spot Area	1) Permit document allowing surf fishing zone. 2) Map to fishing spot area. 3) Update information on daily and hours weather and tide situation. 4) Fish variety information for possibility catching.	1) Tourism job opportunity. 2) Increase fishermen community competency in surf fishing tourism product development, technology and fish conservation.	Online surf fishing information and marketing
3	Cooking Service	1) Differentiate fish cooking methods and services. 2) Fishermen community involvement. 3) Local community empowerment.	1) Income from cooking services. 2) Increase training for cooking method and services.	Form of cooperation between fishermen CBTD and government, business, media, academic, other fishermen community group.

Source: Team Study, 2022

Despite the attractiveness of fishing tourism resources and the benefits of marketing program for Cikidang fishermen CBTD, the key challenges that determine the success of their CBTD are to overcome the problems of community participation, involvement and empowerment. Several studies had indicated that, without creating opportunities for local residents to possess their fishing tourism resources and to participate in the decision-making process, benefits that are generated from the tourism development are nearly impossible to be sufficient (Suryani et al, 2020).

According to this challenge, it was revealed that some community members felt the profit from tourism often does not filter down to the local economy and the costs they incurred far outweigh the benefits (Sumiono, N/A). Additionally, it may become a critical issue that locally owned small businesses are operating against stronger competitors and under imperfect market conditions. Consequently, they lost the essentials for their wellbeing concern (Coulthard, S., and McGregor, 2015).

CBT initiatives in relation to product development must be developed according to the strength of the community and should embrace collaborating with third government agencies (Tsafoutis and Metaxas 2021). While many CBT initiatives emphasize the importance of collective management in communities, external tourism enterprises with the potential to provide knowledge, market access, and additional sources are often overlooked. In the case of Cikidang fishermen community, informants indicated similar issues and suggested the need to increase the fishermen education and training for fishing tourism product development and develop surf fishing tourism package program owned by the fishermen community. However, the first activity before going forward with what informants suggested above is to conduct market analysis and research for the strength and weakness of the community toward marketing and promotion strategy to get market opportunities.

D. CONCLUSION

The surf fishing tourism package that should be proposed by Cikidang fishermen community based tourism development for initial program is “Pangandaran Surf Fishing One Day Experience on The Beach and Village”. It is a program designated for four different market segment depend on their interest and hobby as follows:

- a. The package for surf fishing begginer including local guide, tools and equipments techincal briefing, and ready fish to cook by local community serve in the village provided. The price is Rp. 750.000 for 3 person. Request for adding each person cost Rp. 100.000.-
- b. The package for surf fishing intermediate including local guide, tools and equipments techincal briefing, and fish catching cook by tourists themselves on the beach provided. The price is Rp. 1.000.000 for 3 person. Request for adding each person cost Rp. 150.000.- .
- c. Package for surf fishing profesional including local guide, tools and equipments techincal briefing, and fish catching cook by tourists themselves on the the beach provided. The price is Rp. 1.200.000 for 3 person. Requestl for adding each person cost Rp. 200.000.-
- d. Package for any request can be made with special price with prior reservation H-1.

Notes: The price stated may change due to non-natural and natural factors situation that may affect rate circumstances by the fishermen community CBTD.

In this study, our limitation for identifying market characteristic basically need for further research especially, to figure out the surf fishing market segmentation, targeting and positioning to help the Cikidang fishermen community differentiate more option of the surf fishing tourism package development in the near future. It is important to create alternative surf fishing tourism package program on market based approach.

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