

THE IMPACT OF MANDEH TOURISM DEVELOPMENT ON SOCIO-ECONOMIC OF LOCAL COMMUNITIES

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ABSTRACT

Tourism has grown as a new economic resource for local communities, including rural areas. The social and economic benefits of tourism have encouraged the growth and development of new tourist destinations in various places, including in the Mandeh Area. This article discusses the social and economic impacts of the Mandeh Tourism Area on local communities. The data presented in this article are data from empirical research conducted in Mandeh, Koto XI Tarusan District, Pesisir Selatan Regency. Data was collected through in-depth interviews with village government, local communities, economic actors and tourists. Researchers directly observed socio-economic activities in the Mandeh Tourism Area during the research. Written documents about the Mandeh Tourism Area, both in the form of media news, scientific writings and others are sources of data in research. The study results show that tourism in the Mandeh area has triggered changes in people's attitudes and lifestyles and perspectives on assets and opportunities. Apart from that, the presence of tourism in the Mandeh area has also provided a new source of livelihood for the community, thus creating a diversity of sources of livelihood. The diversity of sources of livelihood has increased the income and welfare of local communities.

Keywords: *Tourism Development; Kawasan Wisata Mandeh; Socio-Economic Impact; Local Community*

INTRODUCTION

Tourism has become an inherent part of human life and touches almost all aspects of people lives (Suantika, 2008). This is caused by the contribution and benefits of tourism to various aspects of people lives, both socially and economically. Socially, tourism has had a demonstrative effect, changing social values, changing cultural elements, changing perspectives and learning processes for local communities (Oktaviyanti, 2013; Sarbaitinil, Akbar, & Riki, 2020). Economically, the multiplier effect tourism has boosted the surrounding community's economy, thus providing a distribution of income for residents in areas around tourism (Wuri, Hardanti, & Harnoto, 2015). Therefore, it is unsurprising that the tourism sector has transformed into a new industry capable of producing rapid economic growth by providing employment, increasing income, living standards, and stimulating other economic sectors (Pendit, 2006).

Various recent studies also show that socially, tourism in Indonesia has contributed to increasing the education and knowledge of local communities (Akdon, 2005; Kartika, 2016), building positive relationships between local communities and

tourists (Selviati, 2020) social change in local communities (Sarbaitinil et al., 2020) and public awareness of the importance of local culture (Kartika, 2016). Economically, tourism has also opened new jobs for local people (Selviati, 2020) and simultaneously increased their income (Akdon, 2005; Soewarni, Sari, Santosa, & Gai, 2019). The positive contribution of tourism to the social and economic aspects encourages the government to make tourism a leading economic sector. Various areas and strategic locations have been developed as new destinations. In the development process, the government has made a series of efforts to realize the integration of the use of tourism resources and various aspects outside of tourism that are directly or indirectly related to the sustainability of tourism development (Hiariey, 2013).

One of the tourist areas developed by the government is the Mandeh tourist area in Koto XI Tarusan District, Pesisir Selatan Regency. Based on its potential, this area was developed as a marine tourism destination supported by local culture (Husein, Jeddawi, & Tahir, 2019). Physically, islands surround the Mandeh area and the charm of the beautiful Mandeh peaks supports the charm of marine tourism. In this area, tourists

can also carry out various beach activities, ranging from recreation, exploring the islands, snorkelling, diving and other beach tourism activities. Since being developed as a tourist destination, Mandeh has been visited by tourists from various regions and abroad. The trend in the number of tourists visiting the Mandeh area fluctuates but shows positive developments. In 2020 there was a sharp decline due to the impact of Covid-19 which required restrictions on large-scale activities.

Islands that can be visited in the Mandeh tourist area are Taraju Island, Satan or Sutan Island, Sironjong Besar Island, Sironjong Ketek Island, Marak Island, and Kapo-Kapo Island. The most famous internationally is Cubadak Island. The Mandeh tourist area has amazing underwater beauty, coral reefs, and marine life. There are around 70 hectares of natural coral reefs. Not only that, there is also the wreck of the MV Boelongan ship. The existence of a sunken Dutch shipwreck in this area adds special value to underwater tourism in this area.

In the Mandeh tourist area there is also a mangrove forest covering an area of 389 hectares, as well as a variety of diverse marine biota. With the beauty of the Mandeh Marine National Park both on land and under the sea (nautical), the Mandeh tourist area deserves to be called Heaven from Sumatra, Paradise from West Sumatra.

As a tourist area that has become a national development agenda and has been included in the *Rencana Induk Pembangunan Pariwisata Nasional* (RIPPNAS) since 2004, the Mandeh area has become an important tourist destination in West Sumatra. Various studies on tourism in the Mandeh area have also been carried out using various approaches. These studies include economic valuation (Srivani & Lukman, 2021), community participation (Fitriani, Selinaswati, & Mardiah, 2017), potential as leading tourism (Efendi et al., 2022) sustainability analysis (Pratama & U, 2020) and other research. Meanwhile, research related to the socio-economic impacts of the development of the Mandeh tourism area could be more extensive. Therefore, this article focuses on the socio-economic impacts of developing the Mandeh tourism area.

RESEARCH METHODS

This research was conducted qualitatively by collecting and analyzing data in the form of words (oral and written) and human actions without trying to calculate quantitative data in the form of numbers (Afriзал, 2014). The research was conducted in the Mandeh tourist area for two weeks in December 2022. Mandeh Village is one

of 23 villages in Koto XI Tarusan District, Pesisir Selatan Regency. Mandeh Village is 31 Km from Painan (Capital of Pesisir Selatan Regency) and 57 Km from Padang City (West Sumatra Province Capital). To get to Mandeh, the trip can be reached by land for 50 minutes from Painan or 1 hour 45 minutes from Padang City using a four-wheeled vehicle. Geographically, Mandeh Village has an area of 2,485.14 hectares with a topography consisting of hilly areas, plains and sea. The community uses the Mandeh area as agricultural and fishing land so most of the Nagari people are farmers and fishermen.

The data collection process was conducted through in-depth interviews with 11 informants from the village government, local communities, economic actors and tourists visiting the Mandeh area. 11 informants met the required informant criteria. The interview process was carried out directly through dialogue with informants. Therefore, all information/data provided by informants has met the data requirements in this research. All conversations are recorded using voice recorder.

In addition to conducting interviews with informants, researchers also made observations of various tourist objects and the socio-economic activities of the people in the Mandeh tourist area. The object of observation is mainly the daily socio-economic activities of the people in the Mandeh tourist area. Data from written documents, whether in the form of photos, reports, journal articles and other scientific writings, complement the research data in writing this article.

The research data obtained through the interview process was heard again using an electronic device and then transcribed according to the contents of the conversation. The results of the conversations that have been transcribed are then grouped according to issues that are relevant to the research objectives. The data results that have been grouped based on relevant issues are then written thematically. These themes are then arranged and presented systematically so readers can understand them easily. In the final stage, according to Miles and Huberman's data analysis stage (Miles & Huberman, 1992), the data that has been presented is interpreted to obtain conclusions from the research results.

RESULTS AND DISCUSSION

1. General Description of the Mandeh Tourism Area

The Mandeh Tourism Area is located in Koto XI Tarusan District with an area of around 18,000 ha. The Mandeh area includes seven villages along

the coast. These villages include Mandeh village, Sungai Nyalo/Mudik Air village, Sungai Pinang village, Carocok Anau village, Setara Nanggalo village, Ampang Pulau village and Jinang village, Kampung Pasur. To reach the Mandeh area, visitors can take land and sea routes. Land routes can be reached by using private vehicles or public transportation. The Mandeh area can be accessed via the Pisang River, Padang City or Carocok Tarusan using a private vehicle. By sea, the Mandeh area can be accessed by boat tours from Teluk Bayur Harbor or Muaro Padang Harbor.

Initially, the Mandeh area was isolated due to limited road infrastructure to the villages in the Mandeh area. The main means of transportation to the villages in the Mandeh area is sea transportation in the form of boats, canoes or big dippers. The Mandeh area was only opened after the construction of a 45 km long road from Carocok Tarusan (Pesisir Selatan Regency to Sungai Pisang (Padang City) in 1998. After the road construction, various public facilities were also built in the Mandeh area such as clean water, elementary schools, electricity, posyandu and various government activities in the health sector, especially malaria prevention.

After access to the Mandeh area was opened, and various public facilities were available, the Mandeh area began to be glimpsed for its natural beauty. The Mandeh area located in the bay area, has moderate wave ripples and is protected from the large waves and currents of the Indian Ocean. Its condition is relatively safe from the waves of the Indian Ocean, making the Mandeh area used as a shelter for ships from raging storms. In addition to natural friendliness, the Mandeh area also provides stunning panoramas. The sea in the Mandeh area looks like a green and blue lake with white sand surrounding the islands.

The natural scenery shown by the Mandeh area is also evocative. The sea around Mandeh is like a lake, the water is green and blue with white sand, and a cluster of small islands lined up beautifully around the area. Small islands that adorn the seas of the Mandeh Region include Bintangor Island (± 37 ha), Pagang Island (± 32 ha), Ular Island (± 1

ha), Marak Island (± 256 ha), Cubadak Island (± 705 ha), Taraju Island (± 3 ha), Satan Gadang Island (± 1 ha), Satan Kecil Island (± 1 ha), Sironjong Kecil Island (± 3 ha), 10) Sironjong Besar Island (± 25 ha), Nyamuak Island (± 13 ha). Overall, there are 47 islands around the Mandeh Region. Besides having white sand, the island also has mangrove forests and coral reefs that are still well-maintained. Apart from the natural beauty, in the seas of the Mandeh Tourism Area there is also the MV Boelongan Nederland ship. This ship sank because it was shot by a Japanese plane on January 28, 1942. The wreck of the MV Boelongan as an underwater historical tourism asset and as a diving spot has been recorded in inventory list No. 14/BCB-TB/A/14/2007.

The natural potential of the Mandeh Region has received attention from the government. At the national level, PP No. 26 of 2008 concerning the National RTRW, the Mandeh area is a leading area in the tourism sector. More specifically, PP No. 50 of 2010 concerning National Tourism Development for 2010-2025, stipulates the Mandeh area as a marine tourism area development plan. Based on this national policy, the West Sumatra Provincial Tourism Development Master Plan for 2014-2025 stipulates the Mandeh Area as the main provincial and district tourism area with marine tourism potential as a priority.

Since receiving the government's attention at the national and regional levels, the Mandeh Tourism Area has experienced rapid development as a marine tourism destination in the south of West Sumatra. Rapid development, especially since the Mandeh Area received the attention of a national figure from West Sumatra who served as minister of PPN/BAPPENAS in 2014. Activities Joy Sailing Mandeh In 2014 and 2015, initiated and driven by their implementation, Andrinof Chaniago attracted the attention of tourists to the Mandeh area. Throughout 2011-2015, tourist visits to Mandeh continued to increase. The peak occurred in 2015 with the number of tourist visits reaching 1,080,000 visitors, an increase of 195.67% from the previous year.

Table 1. Number of Tourist Visits in the Mandeh Tourism Area in 2011-2015

Num	Year	The Number of Tourist's Visit
1.	2011	57.454
2.	2012	150.135
3.	2013	250.672
4.	2014	365.271
5.	2015	1.080.000
Total		1.903.532

Source: Zai (2016)

Tourist visits to the Mandeh area continue to increase, both domestic and foreign tourists. In the 2017-2019 range, 1,128,071 tourists visited the Mandeh area. This number consists of 1,123,126 domestic tourists and 4,945 foreign tourists. Interestingly, this year, foreign tourists are experiencing a positive trend with the number of visits continuing to increase yearly. However, the Covid-19 pandemic that hit the world has also

affected tourist visits to the Mandeh area. In 2020, visitors have continued to decline since the Covid-19 case was found in Indonesia. As of May 2020, tourist visits have decreased drastically. Only 7,852 visitors were recorded in May and 1,524 in June, and continued to fall to 464 in July. In total, in 2020 the Mandeh Tourism Area was only visited by 538,418 tourists or decreased by around 47.7% compared to 2019.

Tabel 2. Tourist Visit Data for 2017-2022

Num	Year	Tourist		Total
		Domestic	International	
1	2017	375.460	1.190	376.650
2	2018	418.454	1.200	419.654
3	2019	329.214	2.555	331.769
4	2020	177.017	137	177.154
5	2021	354.297	-	354.297
6	2022	944.540	1082	945.622
Total		2.598.982	6.164	2.959.300

Source: Dinas Pariwisata Pesisir Selatan

After the pandemic, the Mandeh Tourism Area was again visited by tourists, especially local and domestic tourists. The peak occurred during the Eid al-Fitr holidays in 2022 and 2023. During the three days of Eid (22-24 April 2023), the tourist area of Devil's Island has been visited by 9,000 visitors based on tickets sold. This positive trend has given new hope in developing tourism in the Mandeh Tourism Area.

2. Social Impact of Mandeh Tourism Area

One important aspect of tourism activities is the relationship between tourists and local communities and the impact of these interactions (Cohen & Cohen, 2012). One of the impacts arising from tourism activities is changes in the social conditions of local communities. As a logical consequence of tourism in the Mandeh area is the social change experienced by the local community. These social changes include attitudes, lifestyles, and perspectives on assets and opportunities.

Changes in people lifestyles can be seen in the treatment of materials and the way they dress. Society treatment of material things is not limited to fulfilling everyday life's integrity. With the added value of the economy due to the existence of tourism, people are starting to be oriented towards investment and savings. The community makes investments by setting aside part of their income for long-term needs, especially their children's education. Meanwhile, they set aside their savings by leaving a portion of their income for savings

and *arisan*. This attitude is reflected in the statements made by the community:

"...sekarang Alhamdulillah, saya bisa membeli kebutuhan lainnya seperti perabotan rumah dan pakaian. Saya juga bisa menabung walaupun sedikit, karena pendapatan dalam satu bulan bisa mencapai 5 juta". ("...Alhamdulillah, I can buy other needs now such as furniture and clothes. I can also save a little bit money, because I got 5 million for month....") (Primary Source).

In terms of everyday life, people experience changes in how they dress. Changes in how to dress especially occur in young people. Young people in the Mandeh tourist area are starting to adopt the way of dressing of outsiders who come to the Mandeh area. Outsider models and clothing styles that do not represent the original Mandeh Village dress patterns, were adopted by the young people of Mandeh Village. Not only clothes, young people in Mandeh also adopt an outsider communication pattern that does not discriminate communicants based on social status. Basically the Minangkabau people communication pattern refers to *kato mandaki*, *kato manuran*, *kato mandata* and *kato malereng*¹, then this communication pattern is no longer used. Ways and patterns of

¹ The term in the culture of the Minangkabau ethnic group means an affirmation of rules in communicating according to the communicant.

communication apply to everyone regardless of role and status.

"...mereka kadang sudah berbusana tidak sesuai dengan adat. Gaya bicaranya juga kadang sudah tidak sopan, sama saja gak (tidak) ada bedanya, apakah bicara dengan orang tua atau teman...". ("....Sometimes they were not wearing costumes according to their roles and impolite speech. It doesn't make any difference, whether talk to parents or friends....") (Primary Source).

In addition to changing attitudes and lifestyles, people perspective on opportunities. Suppose previously the Mandeh area was only an isolated area due to limited access, after it was opened and became a tourist destination. In that case, the people view of their village underwent a significant change. If previously they viewed their hometown as an isolated area, they now view it as a potential economic asset. Therefore, they consider what they have in the village a very valuable asset.

"...Meskipun yang mengelola pemerintah pusat, tetapi kami juga masyarakat sini, sadar peluang-peluang bisnis yang ada di Mandeh ini, sehingga kita masyarakat saling mendukung untuk membuat usaha terutama di bidang wisata karena Mandeh ini berpotensi" ("...Even though the central government as a manager, as a civilian, we are aware of the business opportunities in Mandeh. So we will be a support system to each other to make businesses in the tourism field as impact of Mandeh...") (Primary Source).

3. The Economic Impact of the Mandeh Tourism Area

One of the main impacts of the development of the tourism sector is socio-economic (Utomo et al., 2019). The growth and development of the Mandeh tourist area as a tourist destination also impact the socio-economics of the local community. Based on the research results, it was found that the impact of Mandeh Marine Tourism is the changes that occur in people lives. These changes are part of economic changes, where these changes are such as the opening of jobs in the tourism sector. Providing additional income for people who provide services to tourists who need them.

3.1. Diversity of Livelihood Sources

One of the socio-economic impacts of the development of the Mandeh Tourism Area as a tourist destination is the emergence of new economic opportunities. New economic opportunities emerge along with the quantity and intensity of tourist arrivals coming to the Mandeh Tourism Area. The arrival of people to the Mandeh Tourism Area has increased and at the same time created new needs, both for the local community and especially for visiting tourists. These needs must be met, both by tourists and local communities. Tourists need facilities and infrastructure to support their holiday activities such as transportation, consumption, accommodation, etc. To meet the needs of visiting tourists, local communities can provide goods and services.

New economic opportunities are created for local communities to meet tourists' needs for goods and services. These new economic opportunities to meet the needs of tourists create new sources of livelihood for local communities. The source of this meta-livelihood can be by opening their own business to meet the needs of tourists, or working with other people who open businesses in the tourism sector. Some of the community's efforts include trading, renting out homestays, renting tourist equipment to the island, providing transportation services and etc.

With new economic activities, the community sources of livelihood have become more diverse. If before Mandeh became a tourist area, the community relied more on the agricultural, livestock and fishing sectors as a livelihood, after becoming a tourist area, the community could choose to stay in the old sector, or switch to a new sector, namely trade and services. With tourism activities, people are now not only working as farmers, raising livestock and fishermen, but are already looking at the trade and service sectors related to tourism activities. With this opportunity, people livelihoods are now diverse. Some work full time as farmers, fishermen, breeders, traders, service providers, and there are also those who work as traders while farming, service providers while fishermen and a combination of other jobs.

"...dengan adanya objek wisata ini juga bisa menjadi lapangan pekerjaan bagi masyarakat karena pekerjaanya rata-rata orang di sekitar sini juga" ("....As long as this tourist attraction open, it has given work opportunities for society in here") (Primary Source).

In addition to opening their businesses in the service and trade sectors directly, the presence of tourism has also provided new jobs for local people. The job is like an employee in a business run by someone else. Some businesses that require employees such as providing lodging services, providing transportation services, trading, and so on. These businesses have provided jobs for local people who need more capital or skills to open a business. They can work with other people as employees and receive wages for the work.

“...dengan adanya objek wisata ini, kami yang biasanya tidak bekerja kini bias bekerja karena orang-orang yang membuka warung ini membutuhkan karyawan, jadi kami bias bekerja.” (“...this tourism destination also gives benefits for people to open a traditional café and open work opportunities for other people in their location”) (Primary Source).

The opening of new economic sources with tourism in the Mandeh Tourism Area has created new sources of livelihood for local communities. With the opening of new livelihood sources,

people can choose whether to stick with their old livelihoods, switch to new livelihoods, or combine more than one livelihood source.

3.2. Increased Income and Wellbeing

The diversity of livelihoods provides alternative economic sources for the community and at the same time increases the income of rural communities (Rahut, Ali, Kassie, Marennya, & Basnet, 2014). The presence of tourism has provided a new source of income and livelihood for local communities. With the diversity of sources of livelihood available in the Mandeh Tourism Area, local people income has also increased. The increase occurred due to two main factors:

1. The new livelihood is better than the old livelihood.
2. Old livelihoods are combined with new livelihoods. By combining the two livelihoods, local people gain double income.
3. With a new source of livelihood, people who previously did not work, or worked to take care of the household, get space to work and earn.

Table 3. Data on Changes in Employment and Increase in Community Income

Num	Name	Job		Daily Income (IDR)	
		Before	After (Now)	Before	After
1	ID	Fisherman	Businessman	IDR. 1.000.000 – 2.000.000	Up IDR. 3.000.000
2	IW	Fisherman	Businessman	IDR. 500.000	Up IDR. 2.000.000
3	AN	Housewife	Businessman	-	Up IDR. 1.000.000
4	NK	Businessman	Businessman	IDR. 1.000.000 – 2.000.000	Up IDR. 2.000.000
5	YT	Housewife	Businessman	-	Up IDR. 1.000.000
6	AT	Farmer	Businessman	IDR. 150.000	Up IDR. 1.000.000
7	YG	Unemployed	Waitters	-	IDR. 150.000
8	FR	Housewife	Waitters	-	IDR. 150.000
9	RK	Unemployed	Businessman	-	IDR. 150.000

Not only providing additional income, new sources of livelihood have also provided jobs for local people who are not working. The increase in income earned by the community also impacts other communities. Business actors who earn more income then develop their businesses and provide employment opportunities for other communities.

“...saya mulai berdagang di sini sejak awal objek wisata dibuka. Dulu tempat ini adalah perkebunan, karena ada wisata, saya buka menjadi kafe. Sampai sekarang, kafe ini terus berkembang.

Dulunya yang mengelola hanya saya dan istri saja, sekarang sudah punya karyawan, dan tentunya juga membuka lapangan pekerjaan bagi masyarakat.” (“....I started to open this cafe with my wife at the grand opening of this tourism. For now, this cafe is still growing and has employment opportunities for society that stay around here...”) (Primary Source).

Increasing people income contributes to the welfare of their lives. If before the tour the

community experienced limitations in meeting household needs, now the community is free to meet their needs. Not only to meet household needs, the community has also been able to meet the needs for household furniture and participate in *arisan* activities. The ability to buy household furniture, participate in social gatherings, indicates that the level of community welfare is good.

"...dari segi keuangan keluarga, kami sudah sejahtera. Dulu waktu jadi buruh harian lepas keuangan kami pas-pas saja. Pendapatan itu hanya digunakan untuk kebutuhan pangan saja. Sekarang Alhamdulillah, saya bisa membeli kebutuhan lainnya, seperti perabotan rumah, membeli pakaian, bahkan saya juga bisa menabung walaupun sedikit" ("....In terms of family finances, we are already prosperous. In the past, when we were casual laborers, our finances were not really good. It can only be used for primary needs. But now, Alhamdulillah, I can buy secondary and luxury needs and save a little bit money") (Primary Source).

CONCLUSION

The Mandeh Tourism Area has become a favorite marine tourism destination south of West Sumatra. This area has naturally grown and developed as a tourist destination since road infrastructure construction in 1998. The beauty of the beach and natural atmosphere has become the main attraction of the Mandeh area as a tourist destination. With this attraction, the Mandeh area initially developed naturally as a tourist destination. The development of Mandeh as a marine tourism destination has received attention from the central, provincial and district governments, including the Mandeh area as a marine tourism destination in various tourism development planning documents at the national and regional levels. The Mandeh area became increasingly popular after a national figure from West Sumatra who became the Minister of National Development Planning/BAPPENAS initiated and supported implementing activities Joy Sailing Mandeh in 2014 and 2015. Through this activity the Mandeh Tourism Area became more widely known, and since then the Mandeh Area has attracted more people to visit.

The growth and development of the Mandeh Tourism Area as a marine tourism destination has had multiple effects on the social and economic life of the local community. Socially, tourism

activities have encouraged lifestyle changes and people's perspectives on village assets. Lifestyle changes are influenced by the interaction of local people with visitors who come with various lifestyles represented by the way they dress and the style of language represented by patterns and ways of communicating. Changes in people's perspectives are influenced by the needs of tourists who come. The needs of tourists are seen as "demand" which has economic value. Based on this assessment, local people make the assets they own have economic value and can be commodified into goods and services offered to visiting tourists.

In addition to social changes, economically the presence of tourism has created a new source of economics for local communities. With the existence of new economic sources, the community has a variety of livelihoods. Suppose the community initially depended on the agricultural, livestock and fishery sectors, after tourism. In that case, the community can choose a new source of livelihood by opening their businesses, such as restaurant businesses, game rides, trade businesses, lodging services, etc. Businesses opened by the community create new jobs that can accommodate residents needing more capital or skills to open a business. The availability of various sources of livelihood helps increase people's income. Income increases occur due to shifting livelihoods, combining more than one livelihood, and doing productive work..

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