



## STRATEGY OF DEVELOPING PASIR PUTIH BEACH WATES TASIKHARJO TOWARDS SOCIAL WELFARE OF LOCAL COMMUNITY

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### Abstract

This study focuses on formulating a development strategy for the Pasir Putih Wates Beach Tourism Village in Tasikharjo Village, Kaliori District, Rembang Regency, to enhance the social welfare of the local community. The research employs a descriptive qualitative method with data collection techniques, including observation, interviews, and documentation. The findings reveal that Pasir Putih Wates Beach has significant potential in the tourism sector but faces challenges such as limited infrastructure and suboptimal promotion efforts. The proposed strategies involve developing tourism facilities, enhancing the capacity of local human resources, and optimizing digital promotion. The implementation of these strategies is expected to generate new employment opportunities, drive local economic growth, and preserve local culture, thereby improving the welfare of the community.

**Keywords:** Tourism Village; Pasir Putih Beach Wates; Social Welfare; Development Strategy.

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## Abstrak

Penelitian ini bertujuan untuk merumuskan strategi pengembangan Desa Wisata Pantai Pasir Putih Wates di Desa Tasikharjo, Kecamatan Kaliore, Kabupaten Rembang, guna meningkatkan kesejahteraan sosial masyarakat setempat. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa Pantai Pasir Putih Wates memiliki potensi besar dalam sektor pariwisata, namun masih menghadapi kendala seperti keterbatasan infrastruktur dan promosi yang belum optimal. Strategi yang diusulkan meliputi pengembangan fasilitas wisata, peningkatan kapasitas sumber daya manusia lokal, dan optimalisasi promosi digital. Dengan penerapan strategi ini, diharapkan dapat menciptakan peluang kerja baru, mendorong pertumbuhan ekonomi lokal, dan melestarikan budaya setempat sehingga kesejahteraan masyarakat dapat meningkat.

**Kata Kunci:** Desa Wisata; Pantai Pasir Putih Wates; Kesejahteraan Sosial; Strategi Pengembangan.

## INTRODUCTION

Tourism is a highly strategic sector in driving regional economic growth, especially in rural areas with unique natural and cultural potential. If well-managed, this potential can significantly contribute to improving the social welfare of the community.<sup>1</sup> According to the World Tourism Organization (WTO) in the book *Marine Tourism*, the future of the tourism industry as a travel industry holds very promising prospects. This is because the tourism sector has become one of the primary movers of economic development. A similar optimism is expressed by the World Travel and Tourism Council (WTTC), which states that, consciously or not, global tourism has transformed into a "mega-industry" and is predicted to become one of the main drivers of the 21st-century economy. WTTC has even forecasted that the tourism industry will drive tourist mobility worldwide in the coming decades.<sup>2</sup>

One of the increasingly popular approaches to empower local communities and optimize regional potential is by developing the concept of tourist villages. A tourist village not only serves as a tourist attraction but also gives an active role to the local community in the management and development of tourist destinations. Through the involvement of the community in various aspects of tourism, whether as service providers, managers, or marketers, the positive impact on income improvement and job creation will become more evident. In addition, the development of tourist villages can accelerate infrastructure development and improve the quality of life for the community.<sup>3</sup>

<sup>1</sup>Mu'jijah, *Pengantar Pariwisata* (CV Eureka Media Aksara, 2022), <https://search.app/5K3zF4QHmnLmpmFH8>.

<sup>2</sup>Muhammad Yamin Sani dan H. Muhadjir Suni, *Wisata Bahari* (Yayasan Gema Rakyat Semesta, 2024), <https://repository.penerbitwidina.com/media/publications/568047-wisata-bahari-54d32f11.pdf>.

<sup>3</sup>Tika Agus Wahyuni, Rasyidah, Mahlil dan Rusnawati, "Masyarakat Dan Upaya Pengembangan Wisata Danau Laot Tadu Di Kecamatan Tadu Raya Kabupaten Nagan Raya," *Jurnal Al-Ijtima'iyyah* 8, no. 1 (2022): 176, <https://doi.org/10.22373/al-ijtima'iyyah.v8i1.13331>.

Indonesia, with its abundant natural and cultural wealth, is a major attraction for both domestic and international tourists. Many regions in Indonesia, including villages in rural areas, have tourism potential that has not been fully explored. Tourist villages become a solution to optimize this potential while also empowering the local community.<sup>4</sup> The management of tourist villages not only focuses on economic benefits but also on social and cultural sustainability, creating a mutually beneficial tourism ecosystem for all parties involved. With proper management, the concept of tourist villages can address the issue of economic disparity between urban and rural areas.<sup>5</sup>

Rembang Regency is one of the regencies in Central Java Province, located on the northern coast of Java Island. As a coastal area, Rembang has a fairly long coastline, stretching approximately 70 km. The presence of the sea in Rembang provides significant natural resource potential, both in the fisheries, tourism, and trade sectors. As a coastal region, Rembang also boasts a diverse marine ecosystem that supports various marine species and holds potential for beach tourism development.<sup>6</sup>

As a coastal area, Rembang often faces challenges related to climate change, coastal erosion, and sustainable natural resource management. However, Rembang also has great potential in the marine-based economy sector, such as capture fisheries, fish farming, and the continually developing beach tourism. The existence of coastal villages in Rembang, with their unique fishing community traditions, also enriches the area's tourist appeal and becomes an important aspect in the regional development of the area.<sup>7</sup> One example of an area with great potential to be developed into a tourist village is Tasikharjo Village, Kaliiori Subdistrict, Rembang Regency, which is known for Pasir Putih Beach Wates. This beach features natural beauty with white sand and a beautiful pine forest, making it a tourist attraction with high appeal.

However, despite its extraordinary natural potential, the development of Pasir Putih Beach Wates still faces several challenges, including limited infrastructure, lack of effective promotion, and low community involvement in tourism management.<sup>8</sup> Although there are some facilities such as restrooms and parking spaces, the accessibility of the beach is still limited, and the murky sea water, along with the absence of recreational areas or accommodations for tourists, presents additional obstacles. Moreover, minimal supervision has also become an issue in maintaining the cleanliness and safety of the beach.

Nonetheless, with proper management and strengthened promotion, Pasir Putih Beach Wates has the potential to become a leading tourist destination that can boost the local economy and improve community welfare. One important step is to involve the local

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<sup>4</sup>Linda Nurul Amaliyah dan Yusuf Falaq, "Local Wisdom Tradisi Bodo Contong Sebagai Aktualisasi Guyub Rukun Masyarakat Desa Rahtawu," *Jurnal Sosial Dan Humaniora* 1, no. 3 (2024): 70-74, <https://doi.org/10.62017/arima>.

<sup>5</sup>Retna Hanani dan Kismartini Destyana Kharismatul Inayah, "Implementasi Kebijakan Pengembangan Aksesibilitas Pariwisata Pantai Pasir Putih Wates Kabupaten Rembang," *Journal of Public Policy and Management Review* 13(2) (2024): 1-18.

<sup>6</sup>Shelemo, "Analisis Potensi Dan Strategi Pengembangan Obyek Wisata Pantai Di Kabupaten Rembang Tahun 2023" (2023).

<sup>7</sup>Erlina Daru Mamengko, Rullyana Puspitaningrum Kuntari, "Pengelolaan Pariwisata Bahari Berbasis Community-Based Tourism Dalam Peningkatan Ekonomi Masyarakat Pesisir," *Media Wisata* 18, no. 1 (2021): 1-20, <https://doi.org/10.36276/mws.v18i1.72>.

<sup>8</sup>Clarisa Ika Oktaviana, Max Rudolf Muskananfolo, and Pujiono Wahyu Purnomo, "Analisis Kesuburan Perairan Berdasarkan Klorofil-a, Nitrat Dan Ortofosfat Di Pantai Putih Wates, Kaliiori, Rembang," *LifeScience* 1, no. 12 (2023): 40-51, <http://journal.unnes.ac.id/sju/index.php/LifeSci>.

community in the management of the tourist destination, from providing services to marketing activities. With active community participation, not only will new job opportunities be created, but their income will also increase through sectors related to tourism, such as accommodation, food, and handicrafts. Furthermore, the community directly involved in managing the tourist village will feel more responsible for preserving the environment and local culture.<sup>9</sup>

The development of a tourist village in Tasikharjo Village requires a holistic approach, involving various stakeholders, including local governments, communities, and the private sector. One important step is the enhancement of human resource capacity through training and the provision of relevant skills related to tourism. The community needs to be educated on the importance of managing environmentally-friendly tourist destinations and how to preserve local culture, which is a key attraction for tourists.<sup>10</sup> In addition, infrastructure development must also be a top priority. Improving accessibility, such as upgrading the road to Pasir Putih Beach Wates and providing additional supporting facilities like parking spaces, rest areas, and better restrooms, is essential. This will enhance the comfort of visitors and improve their overall tourism experience.<sup>11</sup>

Additionally, a more effective promotion strategy is needed to introduce Pasir Putih Beach Wates to tourists outside of Rembang. By utilizing social media, an official website, and collaborating with travel agencies and tourism media, this destination can gain wider recognition. Developing events or festivals that highlight local culture can also serve as an additional attraction to increase tourist visits. All these efforts should aim to attract more tourists and boost the local economy through the tourism sector.<sup>12</sup>

Empowering the local community is also a key factor in the success of developing a tourist village. Involving the community in various aspects of tourism, such as managing handicrafts, local cuisine, and traditional arts, will strengthen the local cultural identity. This can also attract tourists interested in experiencing authentic local culture. Moreover, this empowerment will increase the community's sense of ownership over the tourism destination, making them more invested in preserving the environment and local culture. Empowering the community will also have a direct impact on improving their social welfare through increased income and job creation.<sup>13</sup>

This research aims to develop a strategy for the sustainable development of the Pasir Putih Beach Wates Tourist Village that can improve the social welfare of the local community. Another objective is to formulate the right strategy for developing Pasir Putih Beach Wates into a sustainable tourist village, identifying challenges and opportunities in the development of the tourist village, and examining the role of the local community in supporting the development of the village and the economic benefits that can be derived from managing the tourist destination. This study will also address various aspects related

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<sup>9</sup>Mamengko, Rullyana Puspitaningrum Kuntari, "Pengelolaan Pariwisata Bahari Berbasis Community-Based Tourism Dalam Peningkatan Ekonomi Masyarakat Pesisir".

<sup>10</sup>D.A. Mayangsari, "Strategi Pengembangan Ekowisata Pantai Pasir Putih Wates Kabupaten Rembang Sebagai Upaya Pengelolaan Sumberdaya Pesisir" (2023), <http://repository.unsoed.ac.id/id/eprint/20143>.

<sup>11</sup>I.G.P.B.S Mananda, "Strategi Pengembangan Pasir Putih Sebagai Wisata Bahari Di Desa Perasi Kecamatan Karangasem , Kabupaten Karangasem , Bali," *Fakultas Pariwisata Universitas Udayana Denpasar* (2015).

<sup>12</sup>Wiryanata, "Desa Wisata: Pengelolaan Berbasis Budaya Dan Kinerja Keuangan," 2022, [http://repo.ppb.ac.id/148/1/Buku Desa Wisata.pdf](http://repo.ppb.ac.id/148/1/Buku%20Desa%20Wisata.pdf).

<sup>13</sup>Tika Agus Wahyuni, Rasyidah, Mahlil dan Rusnawati, "Masyarakat Dan Upaya Pengembangan Wisata Danau Laot Tadu Di Kecamatan Tadu Raya Kabupaten Nagan Raya".

to the development of the tourist village at Pasir Putih Beach Wates, ranging from the tourism potential, challenges in development, to the involvement of the local community in preserving the sustainability and continuity of this tourist destination.<sup>14</sup>

Currently, the development of Pasir Putih Beach Wates is still in an intermediate stage. Some basic facilities are available, such as restrooms and parking spaces, but there are still several shortcomings, particularly in road accessibility, the murky sea water quality, and the lack of accommodations or recreational facilities to support tourist activities. Therefore, collaborative efforts between the government, local communities, and the private sector are needed to improve and develop the infrastructure and introduce this tourist destination to a wider market. Well-planned and collaborative development will provide sustainable economic and social benefits to the local community.<sup>15</sup>

The development of this tourist village must also consider sustainability aspects, both socially, economically, and environmentally. Sustainable tourism is crucial to ensure that the destination can endure in the long term. Therefore, solid cooperation between the government, community, and the private sector is necessary to ensure that tourism at Pasir Putih Beach Wates not only provides short-term economic benefits but also brings positive long-term impacts for the community and the surrounding environment. With a comprehensive and coordinated approach, it is hoped that Pasir Putih Beach Wates can evolve into a successful and sustainable tourist village, contributing to the tangible improvement of the community's social welfare.<sup>16</sup>

## LITERATURE REVIEW

A tourist village is a rural area that offers various distinctive features that can attract tourists. According to the book *Desa Wisata*, a tourist village can be defined as a rural area that integrates tourism products, where the village offers an overall atmosphere that includes: the authenticity of rural life, social, cultural, and economic settings, daily customs, traditional architecture, village spatial planning, and the local culture that can be turned into tourism activities. Therefore, the definition of a tourist village is a part of an administrative village that offers an authentic rural atmosphere, with traditional architecture, village spatial planning, unique culture, and has the potential to be developed as a tourism destination, such as accommodation, tourist attractions, culinary centers offering characteristic foods and drinks, souvenir centers, and other tourist needs.<sup>17</sup>

In developing a tourist village, it is important to identify the existing potential, such as natural resources, local culture, and the friendliness of the community. According to

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<sup>14</sup>Firman Syah, "Strategi Mengembangkan Desa Wisata," *Prosiding Seminar Nasional Multi Disiplin Ilmu & Call For Papers Unisbank Ke-3 3*, no. 3 (2017): 335-41.

<sup>15</sup>Sinta Nurpila, Harries Arizonia Ismail, and Satrio Agung Prakoso, "Rancang Bangun Rekomendasi Tempat Wisata Di Kabupaten Rembang Berbasis Website Menggunakan Metode Content Based Filtering Design and Building of Recommendations for Tourism Attractions in Rembang District Based on a Website Using the Content Based Filtering Method," *Journal of Information Technology and Computer Science (INTECOMS)* 7, no. 4 (2024).

<sup>16</sup>Masfi Sya'fiatul Ummah, "Pengantar Ekonomi Pariwisata," in *Sustainability (Switzerland)*, vol. 11, 2019, 1-14, [http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484\\_SISTEM\\_PEMBETUNGAN\\_TERPUSAT\\_STRATEGI\\_MELESTARI](http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI).

<sup>17</sup>Amanah Wirdayanti, Aagnes.A et al., "Pedoman Desa Wisata," *Pedoman Desa Wisata KEMENPAREKRAF* 2019, 2021, 1-94, <https://www.ciptadesa.com/2021/06/pedoman-desa-wisata.html>.

Pramono and Widodo, tourism potential in a village can increase the attraction for tourists, but on the other hand, challenges such as lack of adequate infrastructure, minimal promotion, and low community participation are the main obstacles in developing a tourist village.<sup>18</sup> The participation of local communities in the development of tourism villages is crucial to ensure the sustainability and benefits of tourism activities. Nindita stated that communities that are actively involved in managing tourist destinations can better understand the potential and challenges that exist, and can contribute to decision-making related to tourism development. Through training and education, communities can improve their skills in the tourism sector, so that they can provide better services to tourists.<sup>19</sup>

## METHOD

This research uses a qualitative descriptive approach to understand the phenomenon of the development of the Pasir Putih Beach Wates Tourist Village and its impact on the social welfare of the local community. This approach was chosen because it offers flexibility for the researcher to deeply explore the experiences, views, and expectations of the community and relevant stakeholders. The research was conducted in Tasikharjo Village, Kaliore Subdistrict, Rembang Regency, with Pasir Putih Beach Wates as the research object. This location was chosen because it has high tourism potential but is still in the development stage, making it relevant to study in order to identify optimal management strategies.<sup>20</sup>

The data for this research was obtained from various sources through three main data collection techniques: observation, interviews, and documentation. Observation was conducted directly at Pasir Putih Beach Wates to examine the physical condition, supporting facilities, and the interaction between the community and tourists. In-depth interviews were carried out with key informants, including local residents, tourist village managers, and other relevant stakeholders, to gather information about the potential, challenges, and expectations regarding tourism development. Documentation was used to collect secondary data, such as tourism development reports, statistical data, and other references that support the research. The combination of these three techniques aims to obtain rich and comprehensive data.<sup>21</sup>

Data analysis is conducted using a qualitative approach involving three main stages: Data Categorization, which is the process of grouping data based on themes that emerge during interviews and observations; Data Presentation, which involves organizing a narrative to describe the situation of the tourist village development and its impact on the community; and Data Interpretation, which involves giving meaning to the research findings in order to formulate development strategies and their impact on social welfare. Data validity is ensured through source triangulation by comparing the results of interviews,

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<sup>18</sup>R. Pramono & H. Widodo, "Analisis Pengembangan Destinasi Wisata Pantai Di Indonesia," *Jurnal Ilmu Dan Teknologi Pariwisata* 9(2) (2022): 102-16.

<sup>19</sup>Nindita P., "Peran Masyarakat Dalam Pengembangan Pariwisata Berkelanjutan: Studi Kasus Di Desa Wisata," *Jurnal Sosiologi Dan Pembangunan* 10(1) (2023): 50-64.

<sup>20</sup>Ardiansyah, Risnita, and M. Syahrani Jailani, "Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif Dan Kuantitatif," *Jurnal IHSAN : Jurnal Pendidikan Islam* 1, no. 2 (2023): 1-9, <https://doi.org/10.61104/ihsan.v1i2.57>.

<sup>21</sup>M Nafisatur, "Metode Pengumpulan Data Penelitian," *Metode Pengumpulan Data Penelitian* 3, no. 5 (2024): 5423-43.

observations, and documentation. Additionally, member checks are conducted by revisiting the informants to ensure that the information collected is accurate and relevant. With this method, the research is expected to provide valid and valuable results for the sustainable development of tourist villages.<sup>22</sup>

## FINDINGS AND DISCUSSION

The results of this study indicate that Pasir Putih Beach in Tasikharjo Village has great potential to be developed as a tourist village. However, the development is faced with several obstacles that need to be overcome so that the tourism potential can be maximized. This discussion will describe in detail the tourism potential, the obstacles faced, and the strategies proposed for the development of a sustainable tourist village.<sup>23</sup>

Pasir Putih Beach is located in its charming natural beauty. This beach is surrounded by clean white sand and clear sea water, as well as stunning views of the pine forest, Marongan Island, and Gede Island. Field observations show that many visitors enjoy the atmosphere of the beach, especially at sunset, when the natural panorama becomes very stunning. This natural beauty serves as the main attraction that can increase tourist visits and make a positive contribution to local economic growth.<sup>24</sup> Visual appeal and natural beauty can serve as a magnet for visitors, which has the potential to generate income for the local community. Tourism activities at Pasir Putih Beach are also very diverse, offering various interesting activities for visitors.<sup>25</sup>

Visitors can enjoy activities such as swimming, playing in the sand, using swings, visiting tree houses, camping, and exploring the surrounding small islands. Interviews with visitors showed a high level of satisfaction with the experience of traveling to this beach, where they considered the activities offered to be very varied and enjoyable. This is in line with previous research findings which stated that the diversity of tourism activities plays an important role in attracting tourists.<sup>26</sup> This discussion will elaborate in detail on the tourism potential, constraints faced, and strategies proposed for sustainable tourism village development.<sup>27</sup>

### A. The Potential of Tourism and Challenges Faced in the Development of Pasir Putih Beach Wates as a Tourist

Pasir Putih Beach Wates is endowed with captivating natural beauty. The beach is surrounded by clean white sand and clear sea water, offering stunning views of the pine forest, Marongan Island, and Gede Island. These natural features make the beach an attractive destination for tourists. However, despite its high potential, the development of Pasir Putih Beach Wates as a tourist village faces several challenges, including infrastructure

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<sup>22</sup>Zhahara Yusra, Ruffan Zulkarnain, and Sofino, "Pengelolaan Lkp Pada Masa Pendmik Covid-19," *Journal Of Lifelong Learning* 4, no. 1 (2021): 15–22, <https://doi.org/10.33369/joll.4.1.15-22>.

<sup>23</sup>Oktaviana, Muskananfolo, and Purnomo, "Analisis Kesuburan Perairan Berdasarkan Klorofil-a, Nitrat Dan Ortofosfat Di Pantai Putih Wates, Kaliori, Rembang."

<sup>24</sup>Destyana Kharismatul Inayah, "Implementasi Kebijakan Pengembangan Aksesibilitas Pariwisata Pantai Pasir Putih Wates Kabupaten Rembang."

<sup>25</sup>Siti NUR, "Strategi Peningkatan Wisatawan Obyek Wisata Gua Pancur Desa Jimbaran Kecamatan Kayen Kabupaten Pati," *IJTIMAIYA: Journal of Social Science Teaching* 3, no. 2 (2019), <https://doi.org/10.21043/ji.v3i2.6324>.

<sup>26</sup>Suni, *Wisata Bahari*.

<sup>27</sup>Mamengko, Rullyana Puspitaningrum Kuntari, "Pengelolaan Pariwisata Bahari Berbasis Community-Based Tourism Dalam Peningkatan Ekonomi Masyarakat Pesisir."

limitations, accessibility issues, and the need for sustainable management to preserve its natural beauty while promoting tourism.<sup>28</sup>

Field observations reveal that many visitors enjoy the beach atmosphere, particularly during sunset, when the natural panorama becomes exceptionally breathtaking. This natural beauty serves as the primary attraction that can boost tourist visits and contribute positively to local economic growth. The visual appeal and natural charm act as a magnet for visitors, creating opportunities to generate income for the local community.<sup>29</sup>



**Figure 1. Dermaga Cinta (Love Pier).**



**Figure 2. Photo of Marongan Island.**



**Figure 3. Photo of Gede Island.**

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<sup>28</sup>Theresia Belmo, Alexander Kangkan, and Chaterina Paulus, "Analisis Kesesuaian Kawasan Wisata Pantai Pasir Putih Di Kecamatan Kakuluk Mesak Kabupaten Belu," *Jurnal Bahari Padadak* 3, no. 1 (2022): 137-47, <https://ejurnal.undana.ac.id/index.php/JBP/index>.

<sup>29</sup>Inti Krisnawati, "Program Pengembangan Desa Wisata Sebagai Wujud Kebijakan Pemerintah Dalam Rangka Pemulihan Ekonomi Pasca Covid Dan Implementasinya," *Transparansi: Jurnal Ilmiah Ilmu Administrasi* 4, no. 2 (2021): 211-21, <https://doi.org/10.31334/transparansi.v4i2.1974>.



Tourism activities at Pasir Putih Beach Wates are diverse, offering a variety of engaging experiences for visitors. Guests can enjoy activities such as swimming, playing in the sand, using swings, visiting the treehouse, camping, and exploring the nearby small islands.<sup>30</sup> Interviews with visitors reveal a high level of satisfaction with their experiences at the beach, as they find the activities offered to be diverse and enjoyable. This aligns with previous research findings, which highlight that the variety of tourism activities plays a crucial role in attracting visitors.<sup>31</sup>



Figure 4. Dermaga Cinta (Love Pier).



Figure 5. Entrance to the tourist destination.



Figure 6. Beachside seating.

<sup>30</sup>Wisnu Aji, "Paket Wisata Ke Pulau Gede Di Rembang Dibatasi Pegelora," 2024, <https://radarkudus.jawapos.com/blora/695405771/paket-wisata-ke-pulau-gede-di-rembang-dibatasi-pegelora-ini-alasannya?page=2>.

<sup>31</sup>Hidayatul Ummah, Nur Eka Safitri, dan Dany Miftah M. Nur, "Pemanfaatan Kearifan Lokal Sebagai Pengembangan Daya Tarik Wisata Di Kabupaten Kudus," *ARIMA: Jurnal Sosial Dan ...* 1, no. 4 (2024): 342-48, <http://jurnalisticomah.org/index.php/arima/article/view/1184>.



Figure 7. Photo of Visitors at Pasir Putih Beach Wates.



Figure 8. Photo of Visitors Swimming.



Figure 9. Photo of Visitors Enjoying Swing Facilities.



Figure 10. Photo of the treehouse at Pasir Putih Beach Wates.



Figure 11. Atmosphere at Pasir Putih Beach Wates.



Figure 12. Camping on Gede Island.

In addition to the natural beauty and tourism activities, the local wisdom of the community also serves as an added attraction for visitors. The traditions, culture, and unique culinary offerings of the local people can enrich the tourist experience. Interviews with local residents revealed their willingness to showcase their culture, including traditional dances and signature culinary dishes, to visitors. Integrating local wisdom into tourism development not only enhances the visitor experience but also supports cultural preservation. By involving the community in the development of the tourist village, a sense

of ownership toward the tourism project emerges, contributing to the project's sustainability.<sup>32</sup>

Pasir Putih Beach Wates Tourist Village has great potential, but its development is hindered by insufficient infrastructure. The lack of public facilities, such as children's play areas and other amenities, reduces the comfort level for visitors. Good infrastructure is essential to support the growth of tourism.<sup>33</sup> The inadequate quality of infrastructure can influence tourists' decisions when choosing a destination to visit. Another challenge faced is the lack of an effective promotional strategy. Interviews with the tourism village managers revealed that Pasir Putih Beach Wates is not widely known to the public. The limited use of social media and lack of collaboration with travel agencies have resulted in the destination being less popular among tourists. Effective promotion is crucial to increase visitor numbers and attract public attention to this tourist destination.<sup>34</sup>

The level of local community involvement in the management and development of the tourist village is still low. Interviews revealed that many locals do not fully understand the importance of participation in the tourism sector. The local community plays a crucial role in improving service quality and generating economic benefits, such as increased income and job creation.<sup>35</sup> Education and socialization are essential to raise awareness and encourage community participation. To enhance the development of Pasir Putih Beach Wates Tourist Village, it is recommended that the village government and relevant stakeholders improve infrastructure, including road access, public facilities, and the addition of children's play areas. Proper infrastructure development will enhance visitor comfort and safety while strengthening the appeal of the tourist destination. Investing in infrastructure is a crucial step to increase the competitiveness of the tourism destination.<sup>36</sup>

A more effective promotional strategy is also needed to increase the visibility of Pasir Putih Beach Wates among tourists. Utilizing social media platforms like Instagram and Facebook, as well as collaborating with travel agencies, can help attract more visitors. Additionally, cultural events and local festivals can serve as attractive and effective promotional tools to raise awareness and draw attention to the destination.<sup>37</sup> Optimal promotion can enhance the appeal of a tourist destination and contribute to local economic growth. The community also needs to be actively involved in the management of the tourist village through training and educational programs. The training could cover skills such as customer service, business management, and promoting local products. With active involvement, the community can provide better services to tourists and contribute to the development of the local economy.<sup>38</sup> Community empowerment is essential in creating sustainable tourism, as their involvement fosters a sense of ownership and responsibility for preserving the destination. This active participation ensures that the

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<sup>32</sup>Andri Sigit, Ainurrasjid, and hani sri Handayawati, "Evaluation of Potential Development Of," *Konservasi Sumberdaya Hutan Jurnal Ilmu Ilmu Kehutanan* 1 (2016): 22–34.

<sup>33</sup>Ummah, "Pengantar Ekonomi Pariwisata."

<sup>34</sup>Ananda Muhammad Tri Utama, "Implementasi Kebijakan Pengembangan Aksesibilitas Pariwisata Pantai Pasir Putih Wates Kabupaten Rembang" (2022).

<sup>35</sup>Dany Miftah M.Nur Nahar, "Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal Di Desa Wisata Colo Kudus," *Jurnal Sosial Dan Humaniora* 1, no. 4 (2024): 308–16.

<sup>36</sup>Pemerintah Jateng, "Intip Keelokan Pantai Pasir Putih Wates Rembang Nan Menawan," [Jatengprov.go.id](https://jatengprov.go.id), 2024, <https://jatengprov.go.id/publik/intip-keelokan-pantai-pasir-putih-wates-rembang-nan-menawan/>.

<sup>37</sup>Wirdayanti, Agnes Asri, Amanah, dkk., "Buku Pedoman Wisata," 2021.

<sup>38</sup>Wiryanata, "Desa Wisata: Pengelolaan Berbasis Budaya Dan Kinerja Keuangan."

community takes an integral role in maintaining the long-term viability and conservation of the tourism area.<sup>39</sup>

### **B. The Role of Local Communities in the Development of Tourism Villages at Pasir Putih Beach Wates**

The role of the local community in the development of the Pasir Putih Beach Wates tourist village is crucial in various aspects. The community serves as a key element involved in planning, implementation, and maintenance of the tourist destination. One of their main roles is in providing services to tourists, such as offering accommodations like homestays, local food, and tour guide services. Their involvement ensures that the destination remains authentic, sustainable, and welcoming to visitors.<sup>40</sup> The presence of the local community as a key player makes the tourism experience at Pasir Putih Beach Wates more authentic and memorable for visitors, as tourists can directly experience the local wisdom that is well-preserved. On the other hand, the community also plays an active role in preserving the environment around the beach. They collaborate with the government and related organizations to undertake conservation efforts, such as mangrove planting and regular beach clean-ups. This is crucial for maintaining the marine ecosystem and coastal areas, ensuring that they remain sustainable and can be enjoyed by future generations. In this context, the role of the local community is not just as managers, but also as environmental guardians and stewards of natural sustainability.

The existence of the tourist village at Pasir Putih Beach Wates also brings a positive economic impact to the local community. The increase in tourist visits directly contributes to the rise in income for the locals. Many residents have begun starting new businesses, such as renting snorkeling equipment, providing local transportation services, and selling regional handicrafts. With these opportunities, the development of the tourist village helps raise the standard of living for the community and creates new jobs based on local resources.<sup>41</sup>

### **C. Strategies to Enhance Social Welfare of the Local Community through the Development of Pasir Putih Beach Wates Tourism Village**

One of the key strategies is to encourage the local community to actively participate in the local economy through tourism. Skill development programs, such as homestay management and local culinary training, can help the community take advantage of opportunities arising from tourist visits. In addition, providing access to business capital through village cooperatives or government assistance can accelerate the growth of micro-businesses related to tourism.<sup>42</sup>

The development of varied tourist products, such as educational tours and ecotourism, can increase the appeal of this village tourism destination. For instance, the community can organize educational tours about environmental conservation. This diversification allows for more tourists with different interests to visit, which ultimately

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<sup>39</sup>Miftachul Huda, "Ilmu Kesejahteraan Sosial (Paradigma Dan Teori)," 2012.

<sup>40</sup>Nasrullah, Muji Listyo Widodo, and Erni Yuniarti, *Perencanaan Destinasi Pariwisata*, Yayasan Kita Menulis, 2023.

<sup>41</sup>Zunan Setiawan et al., *Buku Ajar Perencanaan Dan Pengembangan Pariwisata*, 2023, [https://www.researchgate.net/publication/375583938\\_BUKU\\_AJAR\\_PERENCANAAN\\_DAN\\_PENGE\\_MBANGAN\\_PARIWISATA](https://www.researchgate.net/publication/375583938_BUKU_AJAR_PERENCANAAN_DAN_PENGE_MBANGAN_PARIWISATA).

<sup>42</sup>Suni, *Wisata Bahari*.

boosts income for the local community. To support village tourism, infrastructure improvements, such as access roads and other public facilities, are also essential.<sup>43</sup>

Good facilities will make tourists feel comfortable and inclined to return, while also increasing the duration of their stay. This program can actively involve the community in the development and maintenance of public facilities, providing jobs and fostering a sense of ownership of their locality. Digital marketing strategies through social media and other online platforms can help promote Pasir Putih Beach Wates Tourism Village to a broader market. Training the community, particularly the younger generation, on how to use social media to promote local products and tourism destinations is equally important. Collaborating with online travel agencies or tourism applications can expand promotional reach and attract more tourists, both domestically and internationally.<sup>44</sup>

## CONCLUSION

The development of the Pasir Putih Beach Wates Tourism Village in Tasikharjo Village holds significant potential to enhance the social and economic welfare of the local community through its natural beauty, culture, and social potential. However, challenges such as limited infrastructure, inadequate accessibility, minimal promotion, and low community involvement remain major obstacles. Active involvement of the local community is crucial for the success of tourism development. Through training and education, the community can enhance their skills in tourism management, create new jobs, and increase income. Community participation also promotes the preservation of the environment and local culture, which are key attractions for tourists. To ensure the sustainability of this tourism village, collaboration between the government, the community, and the private sector is essential. The main focus should be on improving infrastructure, implementing effective promotional strategies, and integrated tourism management. With a well-planned and sustainable approach, Pasir Putih Beach Wates can become a leading destination that provides long-term benefits for the local community.

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<sup>43</sup>Destyana Kharismatul Inayah, "Implementasi Kebijakan Pengembangan Aksesibilitas Pariwisata Pantai Pasir Putih Wates Kabupaten Rembang."

<sup>44</sup>Ariyani Indrayati and Wahyu Setyaningsih, "Mengungkap Potensi Kabupaten Rembang Sebagai Goewisata Dan Laboratoriun Lapangan Geografi," *Jurnal Geografi : Media Informasi Pengembangan Dan Profesi Kegeografian* 14, no. 1 (2017): 1–17.

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