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PELUANG DAN TANTANGAN PRAKTIK HIJAU DALAM PENGELOLAAN WISATA PANTAI

OPPORTUNITIES AND CHALLENGES OF GREEN PRACTICES IN THE MANAGEMENT OF BEACH TOURISM

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Abstrak

Penelitian ini membahas tentang penerapan praktik hijau dalam pengelolaan Pantai Biru, destinasi wisata pantai di Kota Makassar. Pantai Biru merupakan satu-satunya pantai di kawasan tersebut yang dikelola secara mandiri oleh kelompok sadar wisata setempat tanpa dukungan eksternal. Kebersihan dan sanitasi masih menjadi tantangan utama, terutama dengan meningkatnya volume sampah yang dihasilkan oleh aktivitas wisata. Penelitian ini bertujuan untuk mengidentifikasi peluang dan tantangan dalam penerapan praktik hijau serta merumuskan strategi optimal untuk mendukung pariwisata pesisir yang berkelanjutan. Penelitian ini menggunakan metode deskriptif kualitatif, dengan menggunakan teknik pengumpulan data seperti observasi, wawancara, dokumentasi, dan telaah pustaka. Temuan penelitian menunjukkan bahwa terdapat peluang signifikan untuk mengembangkan praktik hijau di Pantai Biru, seperti tumbuhnya kesadaran lingkungan di kalangan masyarakat setempat, potensi ekonomi dari produk lokal, dan penggunaan teknologi untuk mempromosikan pariwisata ramah lingkungan. Namun, beberapa tantangan juga harus diatasi, termasuk pemahaman yang terbatas tentang pariwisata berkelanjutan di kalangan masyarakat lokal dan pelaku usaha kecil, fasilitas pengelolaan limbah yang tidak memadai, dan kurangnya dana untuk infrastruktur hijau. Penelitian ini mengusulkan beberapa rekomendasi strategis, termasuk meningkatkan pendidikan lingkungan, meningkatkan efisiensi pengelolaan limbah, mengadopsi sumber energi terbarukan, meningkatkan kolaborasi antara pemangku kepentingan, dan mempromosikan destinasi wisata ramah lingkungan. Diharapkan bahwa temuan penelitian ini dapat berfungsi sebagai referensi untuk mengembangkan kebijakan dan praktik berbasis masyarakat untuk pariwisata berkelanjutan, khususnya di lingkungan pesisir perkotaan.

Kata kunci: green practice, wisata pantai, pariwisata berkelanjutan, Pantai Biru, pengelolaan lingkungan

Abstract

This study discusses the implementation of green practices in the management of Pantai Biru, a beach tourism destination in Makassar City. Pantai Biru is the only beach in the area managed independently by a local tourism awareness group without external support. Cleanliness and sanitation remain major challenges, especially with the increasing volume of waste generated by tourist activities. This research aims to identify both the opportunities and challenges in applying green practices and to formulate

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optimal strategies for supporting sustainable coastal tourism. The study employs a descriptive qualitative method, using data collection techniques such as observation, interviews, documentation, and literature review. The findings reveal that there are significant opportunities to develop green practices at Pantai Biru, such as growing environmental awareness among the local community, economic potential from local products, and the use of technology to promote eco-friendly tourism. However, several challenges must also be addressed, including limited understanding of sustainable tourism among local communities and small business actors, inadequate waste management facilities, and a lack of funding for green infrastructure. The research proposes several strategic recommendations, including increasing environmental education, improving waste management efficiency, adopting renewable energy sources, enhancing collaboration between stakeholders, and promoting eco-friendly tourism destinations. It is expected that the findings of this study can serve as a reference for developing community-based policies and practices for sustainable tourism, particularly in urban coastal settings

Keywords: green practice, beach tourism, sustainable tourism, Pantai Biru, environmental management

1. INTRODUCTION

Tourism is one of the important sectors in economic development that has a significant impact on increasing regional income and community welfare. However, behind its economic potential, tourism activities also cause various negative impacts on the environment, especially in coastal tourism areas. Plastic waste, water pollution, and damage to coastal ecosystems are becoming increasingly serious issues that require more attention in their management. In this context, the concept of green practice emerged, namely the application of environmentally friendly practices in the management of tourist destinations that aim to preserve the environment and encourage sustainable tourism.

Pantai Biru, located in Makassar City, is one of the marine tourism destinations that has great potential to be developed. The uniqueness of Biru Beach lies in its management which is carried out independently by a tourism awareness group without the intervention of the government or private investors. This management shows the spirit of independence of the local community in maintaining and promoting the tourism potential of their area. However, this condition also poses its own challenges, especially in terms of financing, infrastructure, and education related to the importance of implementing green practices.

The main problem faced by Pantai Biru is the low awareness of some visitors and business people towards the importance of maintaining environmental cleanliness. Trash that accumulates on the shoreline, a waste management system that has not been maximized, and inadequate public facilities are obstacles in creating a clean and healthy tourist environment. This condition, if not addressed immediately, can damage the image of the destination and reduce tourist interest in visiting again. Therefore, a more systematic and sustainable approach is needed through the implementation of green practices.

The implementation of green practices in coastal tourism destinations such as Pantai Biru opens up various opportunities, such as increasing destination competitiveness, increasing local

community participation, and strengthening the environment-based economy. Travelers today are increasingly concerned about aspects of sustainability and tend to choose destinations that pay attention to natural preservation. This is a great opportunity for Biru Beach to build an image as a unique and authentic environmentally friendly destination, which can attract domestic and foreign tourists.

Seeing these conditions, it is important to conduct an in-depth study of the opportunities and challenges in implementing green practices at Biru Beach. This study is expected to provide a comprehensive overview of the steps that need to be taken in optimizing environmental management in coastal tourism areas. Thus, Biru Beach is not only a place for recreation, but also a real example of a destination that applies the principles of sustainability for the sake of environmental sustainability and community welfare.

2. REVIEW OF LITERATURE

The concept of Green Practice in Tourism

Green practices in the context of coastal tourism refer to an approach to managing a tourism destination that takes into account the principles of environmental sustainability. According to Gössling & Hall (2019), this practice includes systematic efforts to reduce the ecological impact of coastal tourism activities through resource efficiency and nature conservation. Green practices aim to balance economic, social and environmental interests in coastal areas. This includes the use of renewable energy, waste management and educating tourists about environmentally friendly behavior. In practice, green tourism becomes an integral part of the strategy of coastal destinations that want to maintain their attractiveness in the long term.

The concept of green practice also includes the integration of green technology and management practices that support the conservation of marine and coastal ecosystems. According to Towner and Milne (2017), the application of technologies such as wastewater treatment systems, solar energy, and low-emission transportation are essential in supporting green practices. These technologies help reduce pressure on coastal ecosystems, including coral reefs and seagrass beds. The implementation of these technologies must be accompanied by supportive government policies and incentives for tourism actors. With a technology-based approach, coastal tourism management can be more adaptive and environmentally friendly.

In addition to the technological approach, the involvement of local communities is an important aspect in green practice. According to Dogru et al. (2019), local communities have a strategic role in managing and monitoring the environment around tourist destinations. Training and empowerment programs need to be provided so that communities can be actively involved in sustainable tourism activities. This involvement not only improves the quality of life of the

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community but also strengthens the socio-ecological resilience of coastal areas. Therefore, green tourism development needs to be designed in a participatory and inclusive manner.

Tourists are also important actors in implementing green practices. As mentioned by Hanafiah et al. (2016), educating tourists about the importance of maintaining clean beaches, not damaging marine ecosystems, and supporting the local economy is very important. Environmental campaigns and information signs at tourist locations can help shape more responsible tourism behavior. Active tourist involvement can strengthen the success of green programs in beach destinations. In addition, environmentally conscious tourists tend to choose destinations that implement green practices, creating a competitive advantage

The implementation of green practices also has a positive impact on the economic sustainability of tourist destinations. A study by Mihalič (2016) showed that efficiency in the use of water, electricity, and waste management can reduce operational costs in the long term. In addition, destinations that implement green practices tend to attract high-quality tourists who value authentic and sustainable experiences. This contributes to local economic stability and livelihood diversification. Green practices are not just a cost burden, but also an investment for the future of tourism.

Despite its many benefits, the implementation of green practices still faces a number of challenges. According to Ruhanen et al. (2015), lack of understanding, limited financial resources, and minimal regulations often hinder the implementation of these practices. Many coastal tourism destinations do not yet have adequate environmental policies or the capacity to implement them consistently. Synergy between the private sector, government, and academia is needed to create a system that supports green practices comprehensively. With a structured approach, these obstacles can be overcome gradually.

Continuous monitoring and evaluation are important steps in ensuring that green practices are effective. According to Font et al. (2016), the development of measurable sustainability indicators is essential to assess destination performance in reducing environmental impacts. These indicators can include seawater quality, waste volume, energy consumption, and tourist perceptions. The data obtained can be used as a basis for policy making and program improvement. Periodic evaluation also ensures accountability in the management of coastal tourism destinations.

Overall, green practices in coastal tourism are an integral strategy to maintain environmental sustainability, improve community welfare, and strengthen destination competitiveness. By integrating technological approaches, community empowerment, and tourist education, these practices can be implemented effectively. Despite the challenges, green practices have great potential to drive the transformation of the tourism sector towards a more sustainable

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direction. The commitment of all parties—government, industry players, academics, and tourists—is the key to success. Thus, coastal tourism can be an example of best practices in sustainable development

Beach as a product and tourist attraction

The beach is one of the most popular tourist destinations because of its natural beauty and the various recreational activities it offers. In the context of green practice, the beach is not only seen as a tourist attraction, but also as a product that must be managed sustainably. According to Permana and Purnama (2017), differentiation of beach tourism products that carry a green concept can increase visitor satisfaction and provide added value to the destination. This includes environmental conservation efforts, empowerment of local communities, and provision of environmentally friendly facilities. Thus, the management of the beach as a tourism product must consider the sustainability aspect to maintain its appeal in the long term.

The implementation of green practices in beach destinations involves various strategies, such as effective waste management, use of renewable energy, and environmental education for visitors. A study by Manalo and Afable (2023) showed that the implementation of green practices in hotels and resorts around White Beach, Puerto Galera, Philippines, can increase environmental awareness among tourists and tourism industry players. This not only has a positive impact on the environment but also improves the image of the destination as a responsible tourist destination. In addition, the involvement of local communities in green practices can strengthen the relationship between tourism players and the surrounding community. Thus, green practices become an important element in the development of sustainable beach tourism products.

The implementation of corporate social responsibility (CSR) based on green tourism is also an effective strategy in managing beaches as tourism products. Research by Agustini et al. (2023) at Melasti Beach, Bali, shows that CSR programs that cover economic, social, cultural, and environmental aspects can improve the quality of destinations and the welfare of local communities. These programs include environmental conservation, community training, and promotion of local culture. With this approach, beach management focuses not only on economic benefits, but also on social and environmental sustainability. This strengthens the position of the beach as a holistic and sustainable tourism product.

The implementation of green marketing also plays an important role in promoting beaches as sustainable tourism products. Rahayu et al. (2020) emphasized that green marketing strategies that include products, promotions, and prices can influence tourists' visit intentions to environmentally friendly destinations. By conveying sustainability values in marketing communications, beach destinations can attract segments of tourists who care about the environment. In addition, education about green practices can increase tourists' awareness and

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participation in preserving the coastal environment. Thus, green marketing is an effective tool in developing and promoting beaches as sustainable tourism products.

Secara keseluruhan, pengelolaan pantai sebagai produk dan daya tarik wisata dalam kerangka *green practice* memerlukan pendekatan yang komprehensif dan kolaboratif. Hal ini mencakup pengembangan produk yang ramah lingkungan, keterlibatan komunitas lokal, penerapan CSR, dan strategi pemasaran hijau. Dengan pendekatan ini, destinasi pantai dapat menawarkan pengalaman wisata yang berkualitas sekaligus menjaga kelestarian lingkungan dan kesejahteraan masyarakat. Penerapan *green practice* tidak hanya meningkatkan daya saing destinasi, tetapi juga memastikan keberlanjutan jangka panjangnya. Oleh karena itu, penting bagi semua pemangku kepentingan untuk berkomitmen dalam mengintegrasikan prinsip-prinsip keberlanjutan dalam pengelolaan pantai sebagai produk wisata.

Management of Beaches as Tourist Attractions

Beach management as a tourist attraction requires a sustainable approach to maintain environmental sustainability and attract tourists. According to Ramadhan et al. (2021), the application of the green economy concept at Pantai Dato, Majene, involves efficient use of natural resources and improving the social welfare of the surrounding community. These steps include good waste management, coastal ecosystem conservation, and active community participation in tourism activities. Thus, sustainability-oriented beach management can increase the competitiveness of tourist destinations. It also ensures that the economic benefits of tourism can be felt by local communities fairly and evenly.

Implementation of the 3R concept (Reduce, Reuse, Recycle) in beach management can reduce negative impacts on the environment. Lubis et al. (2022) showed that in Parsariran Nature Tourism, the implementation of this concept through the establishment of a waste bank has increased community income by 50–70%. This initiative not only maintains environmental cleanliness but also provides additional economic value through waste recycling. Community involvement in waste management creates a sense of collective responsibility for environmental sustainability. Thus, this approach can be a model for other beach tourism destinations in implementing sustainable practices.

Local community participation is the key to success in sustainable coastal tourism management. Nawawi (2015) highlighted that in Depok Beach, Yogyakarta, the establishment of the Mina Bahari 45 cooperative by the local community has increased their involvement in managing the tourist destination. This cooperative plays a role in arranging the layout of kiosks, managing facilities, and preserving the coastal environment. Active community involvement creates a sense of ownership and responsibility for the sustainability of the tourist destination. It

also strengthens the relationship between tourism actors and local communities, creating synergy in sustainable management.

Green infrastructure planning is an important aspect in managing beaches as tourist destinations. Kharira and Koswara (2022) emphasized that at Wedi Ireng Beach, Banyuwangi, the provision of green infrastructure such as environmentally friendly pedestrian paths and sustainable sanitation facilities can improve tourist comfort without damaging the ecosystem. Infrastructure designed with sustainability principles can reduce the ecological footprint and support environmental conservation. In addition, green infrastructure can improve the aesthetics and visual appeal of tourist destinations. Thus, careful and environmentally aware planning is key to developing sustainable beach tourism destinations.

Managing beaches as a tourist attraction within the framework of green practice requires a holistic approach involving various stakeholders. This includes the application of green economy principles, active community participation, effective waste management, and green infrastructure planning. With this approach, beach tourism destinations can offer quality experiences for tourists while maintaining environmental sustainability and the welfare of local communities. The application of sustainable practices can also increase the competitiveness of destinations in the global tourism market that is increasingly concerned with environmental issues. Therefore, a joint commitment from all parties is key to realizing sustainable and responsible beach management

3. METODE PENELITIAN

Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, namely research that describes or paints a certain situation based on data obtained in detail according to the problems set out in this study. Qualitative research methods are carried out intensively, the instrument is the researcher himself, functioning as a research focus setter, selecting informants as data sources, collecting data by recording what happens, analyzing data on various events found in the field, interpreting data and making research reports.

This type of research is descriptive, namely research on the role of clean tourism which is analyzed qualitatively which according to Miles and Huberman (2009) is research that produces data that appears in the form of words not numbers.

In the research "Opportunities and Challenges of Green Practice in Blue Beach Management", the author will focus on community participation. By obtaining data through primary data and secondary data. Primary data and secondary data. The data is obtained from, Observation Results, Interview Results, Documentation, Relavant journals. Research informants are various sources of information that can provide the data needed by researchers by conducting

interviews with the manager and the surrounding community who live in the Blue Beach area which is considered to be able to provide correct data or information on the problem under study.

4. RESULT AND DISCUSSION

An Overview of Pantai Biru

Biru Beach is one of the tourist attractions located in Makassar City, more precisely on Tanjung Bunga Metro Road, Tamalate District. The beach is known for its natural beauty and has become one of the popular marine tourism destinations in South Sulawesi. Although still in the development stage, Biru Beach offers various potentials that can be utilized, such as marine tourism and trade areas. Research shows that the ease of access to this beach contributes to the positive experience of tourists, which encourages them to return to visit the location.



Gambar 1. Pantai Biru
Sumber: Peneliti, 2025

The facilities at Pantai Biru, although not luxurious, also play an important role in attracting tourists. The affordable cost of travel is one of the main attractions for visitors. Visitors' demographic characteristics, such as age and marital status, also influence their interest in visiting. Younger travelers tend to be more attracted to the visual appeal promoted through social media, while older travelers seek a relaxing experience. With varied purposes of visit, Pantai Biru serves as a multifunctional destination that meets the needs of various groups.

Blue Beach tourist attraction is one of the marine tourism attractions in Makassar City. Blue Beach tourist attraction is located not far from the city center, namely the Tanjung Bunga Metro Road area, Tanjung Merdeka Village, Tamalate District, from the center of Makassar City only about 15 km takes about 30 minutes, while from Losari Beach only takes about 10 minutes. Based on data from Tamalate Sub-district in figures 2022, Tamalate Sub-district has an area of 20.21 km, the number of residents in the sub-district reaches 186,280 people. Which is divided

into 93,029 male residents, and 93,251 female residents. Blue Beach Tourism is adjacent to several beach tours which makes it very easy to find (Toleman, 2023). The workforce on the Blue Beach tour amounted to around 36 people, of which 8 counter officers, 15 cleaning people, 3 photo services, and 10 parking patrols. While the facilities at Blue Beach are 22 units of gazebos, 24 units of seating, 15 units of toilets, mosques, monitoring towers, information rooms, and water attractions in the form of banana boats and ducks (boats).

4.1. Identification of Green Practice Opportunities and Challenges

Waste has always been one of the main problems that arise in the management of tourist attractions, especially in coastal tourist areas. The natural beauty that is the main attraction can easily be polluted due to waste that is not managed properly. Plastic waste, food scraps, and other waste are often scattered around the beach, spoiling the view and comfort of tourists. In addition to polluting the environment, waste can also disrupt marine ecosystems that are very sensitive to pollution. Therefore, waste management is an important aspect in maintaining the sustainability of tourist attractions. Unfortunately, there are still many micro, small, and medium enterprises (UMKM) in the tourism sector who do not have a high awareness of the importance of sustainability. Their focus is often only on short-term profits without paying attention to the environmental impacts caused. In fact, the role of UMKM is very important in creating a sustainable tourism system, especially in managing waste generated from their business activities. Lack of education and understanding about the importance of environmental preservation is one of the causes of weak concern for this issue. If MSMEs can be empowered and educated, they will be able to become the driving force for positive change. This statement is in line with the results of an interview with the head of the Pantai Biru tourism awareness group who stated that :

"*Ya, untuk saat ini kita tidak membatasi wisatawan untuk tidak membawa makanan dan minuman dari luar, dan beberapa UMKM juga masih menggunakan plastik sebagai wadah dalam penyajian makanan dan minuman, karena memiliki modal yang lebih kecil. Pembersihan Pantai juga dilakukan sekali sehari oleh beberapa Masyarakat sekitar agar sampah tidak menumpuk di bibir Pantai. Kami sudah melakukan sosialisasi mengenai penggunaan wadah yang menghasilkan sampah." (J, wawancara 16 Mei 2025).*

The increasing volume of waste generated from tourist activities indicates the need for a comprehensive evaluation of the management of tourist attractions. Without proper management, the accumulation of waste will reduce the quality of the environment and the overall tourist experience. This can have an impact on decreasing interest in tourist visits in the future, which of course is detrimental to all parties. Therefore, the sustainability of tourist attractions must be a priority in every tourism development strategy. All parties, from the government, business actors,

to tourists themselves, must have a shared responsibility in maintaining the cleanliness and sustainability of tourist areas.

4.2. Strategies to Optimize Green Practice Implementation in Beach Tourism

Reducing the use of plastic waste can be a significant first step in reducing the overall volume of waste. Plastic is the type of waste that is most difficult to decompose and is often found polluting the environment, especially in tourist areas. By reducing the use of single-use plastics, such as plastic bags, straws, and food packaging, the amount of waste produced can be drastically reduced. One factor that can influence the reduction in waste volume is public and business awareness in choosing environmentally friendly alternatives. Therefore, education and policies that support the reduction of plastic need to continue to be encouraged so that this effort can run sustainably and have a real impact. Some ways that can be applied to reduce the amount of waste are:

1. Reducing the use of plastic waste can be a significant first step in reducing the overall volume of waste. Plastic is the type of waste that is most difficult to decompose and is often found polluting the environment, especially in tourist areas. By reducing the use of single-use plastics, such as plastic bags, straws, and food packaging, the amount of waste produced can be drastically reduced. One factor that can influence the reduction in waste volume is public and business awareness in choosing environmentally friendly alternatives. Therefore, education and policies that support the reduction of plastic need to continue to be encouraged so that this effort can run sustainably and have a real impact. Some ways that can be applied to reduce the amount of waste are
2. The prohibition for visitors to bring food and drinks from outside that have the potential to produce waste is one of the management's efforts to maintain the cleanliness and sustainability of the tourist environment. This policy is implemented to reduce the amount of plastic waste, such as food wrappers, bottles, and single-use packaging that are often thrown away carelessly. By limiting the items brought by visitors, the management can more easily control the type and volume of waste produced in the tourist area. In addition, this policy also encourages visitors to buy food and drinks from local businesses that usually follow cleanliness and waste management standards. This step is expected to create a cleaner, more comfortable, and more environmentally friendly tourist environment.

On the other hand, this regulation also has a positive impact on the local economy. With the prohibition on bringing food from outside, tourists tend to buy products from MSMEs operating around the tourist area. This opens up opportunities for local business actors to increase income while improving the quality of their products and services. However, managers must also ensure that food and drinks sold at tourist locations meet hygiene standards and use environmentally

friendly packaging. With good cooperation between managers, business actors, and visitors, this policy can be an effective solution in reducing waste and supporting sustainable tourism.

5. CONCLUSION

Based on the results of the study on the opportunities and challenges of green practices in managing the Pantai Biru tourist destination in Makassar City, it can be concluded that sustainable tourism management is highly dependent on the synergy between the community, business actors, and destination management policies. Although Pantai Biru has great marine tourism potential with natural attractions and close access from the city center, environmental management practices still face various significant challenges, especially in terms of awareness of waste management by MSMEs and tourists. The main problems identified are the lack of awareness of the importance of maintaining environmental cleanliness and the continued use of single-use plastic packaging by most local business actors. This condition causes an increase in the volume of waste that risks polluting the environment and reducing the comfort of tourists.

However, the opportunity to implement Green Practice is wide open, especially with the support of tourism-aware communities and the potential for increasing the local economy through strengthening environmentally friendly MSMEs. Education and socialization regarding the use of environmentally friendly packaging and active community involvement in beach cleaning activities have been carried out as initial steps that need to be strengthened. In addition, the strategy of reducing plastic waste through a ban on bringing food and drinks from outside and improving the quality of local products in tourist areas, shows a policy approach that can balance environmental and economic aspects.

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