

**TOURISM AREA DEVELOPMENT
LENGGOKSONO BEACH IN AN EFFORT TO REALIZE
SUSTAINABLE COASTAL TOURISM IN PURWODADI VILLAGE,
MALANG DISTRICT**

D Budiyo^{1*}, H Kurniawan², A Sumiati³

^{1,2}Departement of Landscape Architecture, Faculty of Agriculture, Malang City, Indonesia

³Departement of Agrotechnology, Faculty of Agriculture, Malang City, Indonesia

E-mail: debora.budiyo@unitri.ac.id

Abstract

Purwodadi Village is one of the areas in Malang Regency, East Java. Purwodadi village has the potential for coastal landscapes, one of which is the Lengkoksono beach. The development of a coastal tourism of course requires the participation of local communities in realizing sustainable coastal tourism. The purpose of the study was to determine the potential and constraints of developing the Lengkoksono coastal tourism area in an effort to realize sustainable coastal tourism. The methods used were field observations, village and district government interviews, and Focus Group Discussions (FGD) with local communities. The results show that Lengkoksono beach has natural and cultural potential such as surfing, snorkeling, diving, camping, beach sports, panoramas, swimming, jet skiing, canoeing, traditional ceremonies, fishing, and culinary that can be developed as a tourist attraction. However, the obstacles to developing Lengkoksono beach tourism are the need to improve infrastructure, tourism support facilities, analysis of tourist zones and ecological carrying capacity, physical planning of the area, conservation activities, tsunami evacuation routes, local specialties, online media promotion, tour packages, local community acceptance, and support from academics and local government.

Keywords: Focus Group Discussion, Purwodadi Village, Lengkoksono Beach,
Sustainable Coastal Tourism