

The Impact of the Management of Angsana Beach Tourist Attractions on Economic, Social, and Cultural as well as the Environment

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Abstract

The impact of the management of the Angsana Beach tourist attraction in Angsana District, Tanah Bumbu Regency, on the economy, social, culture, and environment can be seen from increasing community income, strengthening social interactions, preserving local culture, and sustainable environmental conservation efforts. This study aims to analyze the impact of the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency on the economy, social and culture as well as the environment. The research method used is a qualitative approach by utilizing primary and secondary data, as well as analytical techniques including data reduction, data presentation, and validation through triangulation. The results of this study show that the impact of the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency, shows a significant increase in the economic, social, and cultural aspects of the community, as well as sustainable environmental conservation efforts through cooperation between various stakeholders. The positive results of the Angsana Beach tourist attraction management in Angsana District, Tanah Bumbu Regency, resulted in an improvement in the community's economy, stronger social interaction between tourists and local residents, and sustainable environmental preservation through collaboration in resource management. These findings also contribute academically and practically, including as a reference source for social studies lessons at the junior high school level on economic potential and community empowerment.

Keywords: Impact of Coastal Management, Economic, Social and Cultural.

Abstrak

Dampak pengelolaan objek wisata Pantai Angsana di Kecamatan Angsana, Kabupaten Tanah Bumbu, terhadap ekonomi, sosial, budaya, dan lingkungan terlihat dari peningkatan pendapatan masyarakat, penguatan interaksi sosial, pelestarian budaya lokal, serta upaya konservasi lingkungan yang berkelanjutan. Penelitian ini bertujuan untuk Menganalisis dampak pengelolaan objek wisata Pantai Angsana di Kecamatan Angsana Kabupaten Tanah Bumbu terhadap ekonomi, sosial dan budaya serta lingkungan. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan memanfaatkan data primer dan sekunder, serta teknik analitis termasuk reduksi data, penyajian data, dan validasi melalui triangulasi. Hasil penelitian ini menunjukkan bahwa dampak pengelolaan objek wisata Pantai Angsana di Kecamatan Angsana, Kabupaten Tanah Bumbu, menunjukkan peningkatan signifikan dalam aspek ekonomi, sosial, dan budaya masyarakat, serta upaya pelestarian lingkungan yang berkelanjutan melalui kerjasama antara berbagai pemangku kepentingan. Hasil

positif dari Dampak pengelolaan objek wisata Pantai Angsana di Kecamatan Angsana, Kabupaten Tanah Bumbu, menghasilkan peningkatan ekonomi masyarakat, interaksi sosial yang lebih kuat antara wisatawan dan penduduk lokal, serta pelestarian lingkungan yang berkelanjutan melalui kolaborasi dalam pengelolaan sumber daya. Temuan ini juga berkontribusi secara akademis dan praktis, termasuk sebagai sumber referensi untuk pelajaran studi sosial di tingkat sekolah menengah pertama mengenai potensi ekonomi dan pemberdayaan masyarakat.

Kata Kunci: Dampak Pengelolaan Pantai, Ekonomi, Sosial dan Budaya.

PRELIMINARY

Effective management of tourist attractions is an important aspect in ensuring the sustainability and attractiveness of a destination. Angsana Beach, located in Angsana District, Tanah Bumbu Regency, South Kalimantan, has great potential to be developed as a leading tourist destination. The natural beauty offered, such as white sand, clear sea water, and stunning natural scenery, is a special attraction for tourists. However, this potential needs to be managed properly so that the benefits can be felt by the local community and the surrounding environment (Eddyono, 2021).

The impact of tourism management on the economy of local communities is often the main focus in tourism research. With the increasing number of visitors, there are opportunities to create new businesses, such as the provision of accommodation, restaurants, and transportation services. This can increase people's income and create new jobs (Yulanda & Rahayu, 2019). However, there needs to be special attention to the distribution of economic benefits so that there is no gap between business owners and the general public who are not directly involved in the tourism sector.

The social aspect is also an important element in the management of tourist attractions. The interaction between tourists and locals can enrich the cultural experience of both parties. However, if not managed properly, these interactions can lead to changes in behavior and social values that have the potential to threaten local cultural identity (Alpisah et al. 2025). Therefore, it is important to formulate a strategy that can maintain a balance between tourism development and the preservation of local culture.

Local culture is a valuable asset that needs to be preserved in the management of tourist attractions. By involving the community in various cultural and artistic activities, managers can create a more authentic experience for tourists. This is not only beneficial for the community, but can also increase the attractiveness of the destination. However, challenges arise when local culture is threatened by outside cultural influences that enter through tourism (Fitriyani 2025).

The environment is an aspect that cannot be ignored in the management of tourist attractions. Angsana Beach, as a coastal area, has an ecosystem that is vulnerable to damage due to human activities. Unplanned infrastructure development can lead to pollution, coastal

abrasion, and loss of natural habitat. Therefore, it is important to apply the principles of sustainable environmental management, including waste reduction, resource conservation, and ecosystem protection.

Community-based tourism management can be a solution to achieve a balance between the economic, social, cultural, and environmental aspects. By involving local communities in decision-making and management of tourist attractions, it is hoped that the benefits obtained can be enjoyed equally. This concept also encourages the development of tourism products that are more sustainable and based on local wisdom (Subiyakto et al. 2025). However, the implementation of this concept requires support from various parties, including the government and the private sector.

The involvement of local governments is very important in supporting the sustainable management of tourist attractions. Policies that favor the preservation of the environment and local culture need to be implemented to ensure that tourism development does not harm the community and the environment. This support also includes the provision of adequate infrastructure and counseling to the community on the importance of preserving natural resources. Challenges in the management of tourist attractions at Angsana Beach also need to be identified and overcome (Emelia et al. 2025). Issues such as waste management, conflicts of interest among communities, and economic dependence on tourism should be a major concern. This research aims to provide a comprehensive overview of the challenges and opportunities that exist, as well as recommendations for better management in the future.

Based on the background of the impact of the management of Angsana Beach tourist attractions on the economy, social, cultural, and environmental it is very relevant. This research is expected to provide in-depth insights and practical solutions for sustainable tourism management. Angsana Beach can continue to develop as a tourist destination that is not only economically profitable, but also maintains social and cultural values and maintains environmental sustainability. Based on the background of the above problem, the author conducted a study entitled "The impact of the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency on the economy, social and cultural as well as the environment.

METHOD

This study uses a qualitative approach with data collection methods that include in-depth interviews, direct observations, and documentation studies. Interviews were conducted with various parties, namely coastal communities and business actors, foreign tourists and members

of the Pokdarwis, the Cleanliness and Beauty Section of the Tourism Awareness Group (Pokdarwis) which is also the Waste Manager on Angsana Beach. The observation aims to analyze the impact of the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency on the economy, social and cultural as well as the environment. Documentation is also carried out to collect on-site data regarding the impact of management on Angsana Beach tourist attractions. The main data source was interviews with the Head of Angsana Village and the Chairman of the Tourism Awareness Group (Pokdarwis). Meanwhile, secondary data sources are obtained from articles, journals, and other materials that are used to obtain accurate and in-depth information.

RESULTS AND DISCUSSION

The Impact of Angsana Beach Tourist Attraction Management

Recent studies have shown a significant link to this research. As an illustration, research from (Alqifari, 2023) at Pandanan Beach, North Lombok Regency, discusses the economic impact of tourism management, reducing the number of unemployed and supporting government policies in tourism development. Another study by (Mamengko & Kuntari, 2020) discusses the collective impact of community participation in tourism as well as its impact on income growth, job opportunities and environmental sustainability.

Although some of these studies are related to the topic of local and government participation, reviews of the consequences of management tend to be narrow, for example only highlighting economic and environmental aspects. This situation indicates a lack of important research and is the main basis in determining the direction of this research.

The management of Angsana Beach Tourism has various influences, especially in the economic, social and cultural fields as well as the environment. The economic impact can be seen through the development of Micro, Small, and Medium Enterprises (MSMEs), as well as the implementation of *Corporate Social Responsibility (CSR) programs* that support development at the local level, in addition to increasing tourism activities that also encourage community economic stability and opportunities through increased income. The social and cultural aspects have also changed, especially due to interactions with foreign tourists which pose challenges in communication and social adjustment for the local community (Hapsah et al. 2025). Environmental aspects include the existence of a zoning system in infrastructure development and the impact of waste management.

1. Economic Impact

The positive effect of the growth of the coastal tourism sector is that it provides new job opportunities for the local community and business opportunities (Ahiri & Taena, 2024). The management of Angsana Beach creates great economic opportunities for the surrounding community. The growth of micro, small, and medium enterprises (MSMEs) not only opens up job opportunities for the community, but also strengthens the local economy and creates a business ecosystem that supports the sustainability of regional tourism. MSMEs managed by residents are the main source of income, as conveyed by Jainab, one of the people who is also a business actor.

Figure 1. Coastal communities as well as MSME business actors



(Source: Personal Documentation, 2025)

The participation of the coastal community in the tourism industry, for example peddling culinary, soft drinks, and offering relaxation areas for tourists, is a form of direct contribution from the local residents in supporting the tourism sector in Angsana Beach. This activity not only complements facilities for tourists, but also becomes an important source of income for many local residents (Abbas et al. 2025). Trust in small and medium enterprises proves that the community adapts to the development of existing tourism potential. This phenomenon is a positive effect of the development of Angsana Beach tourism on the local community's economy, namely providing additional income for residents involved in serving tourists (Waluya, 2013) in (Ahiri & Taena, 2024). Supported by other positive influences on the socio-economic conditions of the community, especially in terms of improving economic welfare (Novriyani & Puspitasari, 2022).

The growth of the Micro, Small, and Medium Enterprises (MSMEs) sector, which according to a number of residents, has contributed to increasing their income. Many residents who previously relied solely on seafood now have additional sources of income from the tourism sector, such as trading, renting tourist equipment, or working in available tourism facilities. Income from tourism businesses is also used for family needs, such as building a house, paying for children's education, and investing in livestock (for example, buying cows).

Support in the form of *Corporate Social Responsibility (CSR)* programs for MSMEs. Through the CSR program, the company provides assistance in the form of business capital, training, and business assistance to MSME actors. This initiative aims to increase the competitiveness of small businesses to be more developed and able to adapt in the tourism industry that continues to grow (Abbas et al. 2025).

Good collaboration between the government and the community through Pokdarwis contributes to local economic growth and the preservation of regional culture. Sustainability and economic opportunities for the community play an important role in improving the welfare of a region, especially in areas that depend on the tourism sector. According to Jainab, a business actor in the Angsana Beach area.

These findings strengthen the theory that economic stability is the main factor in ensuring sustainable economic growth (Angraini et al., 2024). When the economic conditions of a region remain stable, people can obtain a sustainable source of income, open up new business opportunities, and improve their standard of living.

2. Social and Cultural Impact

The social and cultural impact in the management of Angsana Beach is reflected in the presence of foreign tourists who come to visit. One of the most visible social impacts is the establishment of social interaction between foreign tourists and Pokdarwis members who are in charge of welcoming and accompanying them while in the beach area. Paijah, one of the local business actors, also revealed that

The cultural impact of foreign tourists' visits can be seen from their interest in the local cultural richness. Foreign tourists not only enjoy the natural beauty of Angsana Beach and the underwater beauty of Angsana Beach, with coral reefs that are still preserved, so it is another attraction. Especially those who love *snorkeling* and *diving*, but also show interest in the special culture and life of the local coastal community. They generally want to experience first-hand experiences, such as tasting traditional culinary and getting to know fishermen's activities.

The interest of tourists also provides an opportunity for the local community to introduce their culture in a natural way, by providing a friendly and intimate service between the local community and visitors.

Figure 2. Foreign Tourists and Members of the Pokdarwis



(Source: Personal Documentation, 2025)

The positive effect of the development of the tourism sector is that people learn foreign languages to communicate with foreign tourists in order to expand their knowledge and experience (Waluya, 2013) in (Ahiri & Taena, 2024). The Tourism Awareness Group (Pokdarwis) plays an important role in welcoming foreign tourists who visit Angsana Beach, even though they are not very fluent in the use of English but they always try to provide the best service, language barriers are still the main challenge because most of the Pokdarwis members are only fluent in Indonesian and regional languages, so communication with foreign tourists is sometimes not smooth, However, they still try to convey information politely using simple language, friendly gestures, or technological assistance such as translator applications. This effort reflects the friendliness and commitment of the community in building a more friendly and inclusive tourism sector for international tourists.

This phenomenon is in line with the theory of socio-cultural impact presented by Pizam and Milman (1984) in (Sari & Nugroho, 2018) which only focuses on socio-cultural influences on work (change of type of work, spread of work), organization, and cultural aspects (language) based on universal cultural indicators. The theory of socio-cultural impact presented by Pizam and Milman (1984) is in accordance with the findings at Angsana Beach, where the interaction between tourists, especially foreigners, and local communities results in changes in terms of culture, type of work, and language. Tourists show an interest in coastal cultures, such as traditional foods and the activities of fishermen, which not only reinforce local values but also open up space for people to gain wider cultural exposure. Furthermore, the presence of foreign tourists encourages tour guides to learn foreign languages, which reflects the process of cultural adaptation as described in this theory. These changes illustrate that tourism has an impact not only on the economy, but also on the social and cultural structure of the local community.

3. Environmental Impact

a. Distribution of Development Zones

Restrictions on the construction of facilities and infrastructure in certain areas to protect natural ecosystems. According to the explanation of Sayid Firdaus as the Head of Angsana Village. In line with the impact on the biological environment due to development in coastal

tourist attractions, including greater attention to the wildlife that inhabit the coastal area, this ensures that managers pay attention to the existence and welfare of diverse living organisms such as animals, plants, plankton, and others. This step aims to ensure that the balance of the ecosystem is maintained, prevent changes in animal behavior due to dependence on humans, and create a more harmonious tourism environment between nature and tourism activities (Pujayanti & Yuda, 2023).

Efforts to limit the construction of tourist attractions on Angsana Beach that are dedicated to only certain locations and protect wild animals such as monkeys, proboscis monkeys, and cows belonging to residents shows the manager's awareness of the importance of maintaining environmental balance. This step not only aims to avoid natural damage, but also to protect natural habitats from the disruption of tourist activities. Activities such as educating visitors not to feed or disturb animals are part of a broader conservation plan. The development of beach tourist attractions must consider the impact on the ecosystem, including the existence and welfare of living beings. The relationship between the two can be seen from the same focus on efforts to prevent changes in animal behavior due to direct interaction with humans and ensure the continuity of the ecosystem so that tourism activities can take place harmoniously without damaging the environment. Prevention of abrasion through the construction of coastal retaining structures such as embankments, is also carried out to protect the coastline from erosion caused by sea waves . This step aims to maintain the stability of coastal ecosystems and prevent land damage due to abrasion.

b. Waste Management

Actions that reflect attention to dealing with waste issues can have various impacts, both beneficial and detrimental. Therefore, people who live around the beach area should participate in waste management efforts (Dien et al., 2023). The positive impact resulting from the form of waste management at Angsana Beach such as waste collection and transportation activities that are carried out routinely every day, especially after the increase in the number of tourists during holidays, play an important role in maintaining the cleanliness of the beach area from plastic and organic waste. This effort is very crucial in protecting coastal ecosystems and preventing environmental pollution, collaboration between the government, the community, and business actors such as Micro, Small, and Medium Enterprises (MSMEs) traders reflects the increasing sense of shared responsibility in maintaining the cleanliness of the environment around tourist areas, the determination of work areas and the task rotation system every year also strengthen the sense of responsibility of each individual for the area they handle. So that the implementation of duties becomes more regular and even, and the availability of cleaning

equipment and the location of garbage cans that are sufficient to support the smooth and effective duties of officers in the field.

The negative impacts resulting from the form of waste management at Angsana Beach such as the accumulation of waste due to the limited fleet of Final Disposal Site (TPA) locations that are quite far away in Satui District, Tanah Bumbu Regency and the lack of the number of transport vehicles cause the waste transportation process to be often delayed. The accumulation of garbage and the potential for garbage to be scattered again, the presence of wild animals such as monkeys, cows, and dogs often causes the garbage that has been collected to become a mess again, especially if it is not moved immediately, there are still many visitors who do not throw garbage in the place that has been provided, even though hygiene facilities are available, thus showing the need for consistent and continuous educational efforts, the number of available cleaners is only 10 people, without a special team that handles waste sorting. This condition causes the workload to be heavy and the sorting process cannot be carried out optimally and some tourists submit complaints related to cleanliness conditions that are not always maintained evenly, so that it can have an impact on the decrease in comfort and visitor satisfaction levels.

CONCLUSION

The impact of the management of Angsana Beach tourist attractions in Angsana District, Tanah Bumbu Regency, South Kalimantan, has a significant influence on the economy, social, culture, and environment. Economically, tourism management in Angsana Beach has succeeded in creating job opportunities and strengthening the Micro, Small, and Medium Enterprises (MSMEs) sector. Recent research shows that the growth of the tourism sector contributes to reducing unemployment and increasing local people's income through programs such as Corporate Social Responsibility (CSR) that support MSME actors.

The social and cultural aspects have also undergone significant changes due to interaction with foreign tourists. The presence of tourists allows local people to introduce their culture and learn foreign languages, although communication challenges still exist. These interactions not only enrich the experience for tourists, but also help people to adapt to new cultures, creating tolerance and better relationships among different groups. These findings are in line with previous research that highlighted the positive impact of community participation in the tourism industry.

From an environmental point of view, the management of Angsana Beach shows efforts to protect the natural ecosystem through the division of development zones and better waste

management. Infrastructure development is carried out with attention to the balance of the ecosystem, and conservation efforts are implemented to protect wildlife habitats. However, challenges in waste management still exist, such as limited transport fleets and lack of awareness of cleanliness among visitors. This shows the need for more intensive education to increase community participation in protecting the environment.

Collaboration between the government, the community, and business actors through tourism awareness groups (Pokdarwis) shows great potential in creating sustainable tourism management. With the support and active participation of all parties, the management of tourist attractions at Angsana Beach can provide greater benefits to the local community and preserve the environment.

Overall, the management of Angsana Beach tourism has a wide positive impact, but it also requires more attention to the existing challenges. With the right management strategy, Angsana Beach can become a model of tourism development that is not only economically profitable, but also maintains social and cultural values and environmental sustainability for future generations.

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