



## **Analysis Of Muara Mundu Cirebon Park As A Sustainable Tourism And Community-Based Tourism Destination**

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### **Abstract.**

**Background.** Muara Mundu Cirebon Park is one of the tourist destinations as a marine tourism destination, where the management activities of Muara Mundu Park as one of the marine tourism destinations must refer to the management of Indonesian tourism based on sustainable tourism guidelines and also community-based tourism

**Methods.** The research uses qualitative descriptive research, where the results of the research using data obtained from observations, interviews, and documentation will be comprehensively descriptive about how Muara Mundu Cirebon Park is managed based on sustainable tourism guidelines and also community-based tourism

**Conclusion.** The results of this study state that the tourism management of Muara Mundu Cirebon Park must be guided by management principles based on sustainable tourism guidelines and also community-based tourism, so that Muara Mundu Park can have a positive impact on the environment and the community around Muara Mundu Cirebon Park

**Keywords:** Marine Tourism, Sustainable Tourism, Community-Based Tourism



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## **INTRODUCTION**

Tourism is an inexhaustible natural resource. Therefore, the tourism sector must be maintained and developed; it is also one of the contributors to income for the people living around it. The development of the tourism industry has undergone various changes, such as changes in business models, shapes, characteristics, people's motivation for tourism, ways of thinking, and the nature of development, so that each tourist attraction tries to become a tourist

attraction for visitors so that it can have a more positive impact on the community at tourist attractions.

Tourist attractions are places or natural conditions that have tourist resources that are built and developed so that they have attractions and are tried as places visited by tourists. One of the tourist attractions in Cirebon Regency is Muara Mundu Park. Muara Mundu Park is a beachfront park tourist destination that was just inaugurated in Cirebon in 2022. The inauguration of Muara Mundu Park Cirebon coincided with the protection of the Mundu River Estuary by the head of BBWS (River Area Center) Cimanuk Cisanggarung (Cimancis). Muara Mundu Park, which is located in coastal Mundu, Cirebon Regency, offers beautiful natural panoramas and a variety of mangrove tourism options, making it a new tourist destination for the local community. This Muara Mundu Park has many potential advantages, such as its strategic location, a place to rebuild for local MSMEs, and the uniqueness of the park on the beach. Behind the potential possessed by Muara Mundu Park, of course, there are inhibiting factors in the management of the Mundu estuary. As a tourist destination, Muara Mundu Park faces various obstacles in management, both environmental management and community-based management, which can positively impact the community and the environment. This is very interesting for researchers to find out and analyze how Muara Mundu Park is guided by tourism management initiatives that are guided by sustainability (*sustainable tourism*) and also community-based *tourism*.

Indonesian tourism management is a management activity guided by sustainable tourism management as well as community-based tourism management. This is very important for the management of all tourist destinations in Indonesia. Muara Mundu Park as a marine tourism destination must also apply Indonesian tourism management guidelines, so researchers want to know how to implement the management of Muara Mundu Cirebon Park in sustainable *tourism* management while being guided by community-based *tourism* management.

## LITERATURE REVIEW

### Marine tourism

Marine tourism includes the many activities that occur on, in, and under the sea, as well as those which are coast-based but where the primary attraction is sea-based. Marine tourism (Marine Tourism) with a meaningful impression is not just. The eye gets entertainment from various attractions and natural treats of the marine environment and oceans, but it is also hoped that tourists can participate directly to develop environmental conservation as well as a deep

understanding of the ins and outs of the marine ecosystem to form awareness of how to behave to preserve the maritime area in the present and the future. The concept of marine tourism is based on the view that the uniqueness of nature, the characteristics of the ecosystem, the uniqueness of the arts and culture, and the characteristics of society are basic forces owned by each region (Mark and Michele)

According to Muljadi & Warman (2014), marine tourism is a travel activity related to the sea or waters. Marine tourism activities can take the form of enjoying natural beauty or doing water sports. Marine tourism is a tourism activity carried out around the marine environment, both on the beach, offshore, and under the sea (Frans, 2020). Ecorys (2013) in Frans (2020) "Coastal tourism refers to land-based tourism activities including swimming, surfing, sunbathing and other coastal recreation activities taking place on the coast for which the proximity to the sea is a condition, including also their respective services. Maritime tourism refers to sea-based activities such as boating, yachting, cruising, nautical sports as well as their land-based services and infrastructures.

According to the Regulation of the Minister of Maritime Affairs and Fisheries of the Republic of Indonesia Number 93/PERMEN-KP/2020, marine tourism is a natural tourism activity that takes place in coastal and/or marine areas which includes beach tourism, seascape tourism, and underwater tourism. The Marine Tourism Village, hereinafter referred to as Dewi Bahari, is an area that has the potential for tourist attractions from the use of marine and fishery resource services as a location for Marine Tourism. Dewi Bahari is carried out through the following approaches: increasing economic added value from the use of marine and fishery resource services; environmental management of community settlements and ecosystem rehabilitation; increasing public awareness and participation in the management of the environment and marine and fisheries resources; and the preservation of maritime customs and maritime culture.

Coastal villages as areas that can be used as marine tourism locations can have the following criteria: the potential of marine and fisheries businesses that are integrated with marine tourism activities; be in the vicinity of a conservation area; there are customary law communities; there are conservation driving societies/tourism management institutions/edukotourism communities; availability of basic facilities; policy support, budgets/companion funds from the Central Government, Regional Government, Village Government, and/or Stakeholders.

## **Criteria for Marine Tourism Park**

### **Location**

1. This location can be seen as an area that will support marine tourism activities (quite rich in marine products).
2. The location is large enough to be assessed as an area that will accommodate various activities related to marine tourism.
3. It has a considerable influence on tourism activities, which can include leisure activities, enjoying natural scenery, recreation, introduction to local nature and culture, and even promoting local tourism.
4. The location has a fairly high attractiveness, judging from several determinant variables such as accessibility, utility, and comfort.

### **Landscape**

1. Varied soil contours
2. It has a marine park with a depth of more than 70 m, where there are crevices and caves overgrown with various types of corals and inhabited by various types of marine life, from invertebrates to large consumption fish.

### **Facilities**

1. Material Tourism Activity Facilities,
  - a. Marina, Main facilities: Dock / wet mooring, is the anchorage of sailing ships
  - b. The clubhouse is a place for the activities of members of the clubs, such as diving, sailing, and windsurfing clubs, but can also be used for general tourists staying or tour package tourists who cooperate with the club.
2. Recreational Park Facilities
  - a. Marine aquarium, which is a place to see the beauty of marine life.
  - b. Active recreation: swimming pool, Children's playground, Adult play area, Riding area
  - c. Passive Recreation: Dry Area, Camping Area, Open Stage
3. Lodging facilities are used by tourists who visit for a long time. Types of accommodation in the form of cottages, restaurant facilities, cafes, Art galleries, and art markets

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1. Increasing economic added value from the use of marine and fishery resources services;
2. Management of community settlement environments and ecosystem rehabilitation;
3. Increasing awareness and community participation in the management of the environment and marine and fisheries resources; and
4. Preservation of maritime customs and maritime culture.

Coastal villages as areas that can be used as marine tourism locations can have the following criteria:

1. The potential of marine and fisheries businesses that are integrated with Marine Tourism activities;
2. Be in the vicinity of a conservation area;
3. There are customary law societies;
4. There are conservation driving societies/tourism management institutions/eduekotourism communities;
5. Availability of basic facilities;
6. Policy support, budgets/companion funds from the Central Government, Regional Government, Village Government, and/or stakeholders.

### **Tourist Attractions**

A tourist attraction is an activity that uses something unique or with added value, which can be in the form of the beauty of nature or culture owned by the community, and is a certain target for tourist visits. According to Ismayanti (2009:147), tourist attractions are the main focus of tourism drivers in a destination. According to Law No. 10 Article 1 concerning Tourism, tourist attractions are everything that has uniqueness, beauty, and value in the form

of a diversity of natural resources, culture, and man-made products that are the target or destination of tourist visits. In its development, the definition of tourist attraction does not have a single definition, but the following are some definitions of tourist attractions that are quite influential, including

According to Wahyudi (2018), a tourist destination area has attractions in addition to having tourist objects and attractions; it must also have 3 conditions of attraction, namely something to see, something to do, and something to buy. Tourist attraction can be interpreted as follows; among others, there are those who argue that tourist attraction is everything in a place that has uniqueness, beauty, convenience, and value, which is in the form of a diversity of natural and man-made wealth, which is attractive and has value for tourists to visit and see (Fitria et al., 2022, pp. 138-152). One of the main motivations for visitors to make a tourist visit is the attraction of the destination.

Tourist destinations can be grouped into four attractions, including:

1. Tourist attractions include land-based natural scenery, sea-based natural scenery, beaches, and climate or weather.
2. Tourist attractions are in the form of architecture (*building attraction*), which includes historic buildings and architecture, modern buildings and architecture, and archaeology.
3. Managed visitor attractions include industrial estates. Cultural attractions include theaters, museums, historical sites, customs, religious places, as well as special events such as festivals and historical dramas.

Social tourism attractions include the lifestyle of residents in tourist destinations. The elements of tourist attraction are the choice of visitors and what encourages visitors to travel (Dewi, 2013, pp. 73-74).

According to Cooper et al. (1995), a tourist attraction is a tourist destination that must be supported by 4 main components in tourism, which is usually known as the term "4A". The components are as follows:

1. *Attraction* (attraction) is a uniqueness or beauty in itself that attracts tourists to visit a tourist attraction.
2. *Amenity* (amenity) is the facilities and infrastructure needed by tourists while in a tourist destination. The facilities and infrastructure in question are: lodging, housing, meals, places of worship, and travel agents.
3. *Accessibility* is a transportation service in tourism. In addition, access is also meant by transferability, which is the ease of moving from one area to another.

4. *Ancillary service* (additional services), services including information and management services (pokdarwis, Tourist Information Center), marketing, physical development (highways, railways, drinking water, electricity, telephone, and others).

A tourist attraction that is interesting to visit by tourists must meet the requirements for the development of the area. According to Maryani (1991:11), these conditions are:

a) *What to see*

In this place, there must be objects and tourist attractions that are different from those owned by other regions. In other words, the area must have special attractions and cultural attractions that can be used as "*entertainment*" for tourists. *What to see* includes natural scenery, activities, arts, and tourist attractions.

b) *What to do*

In addition to having a lot to see and experience, recreational facilities must be provided that make tourists feel at home staying in that place for a long time.

c) *What to buy*

In tourist destinations, there must be facilities for shopping, especially souvenirs and folk crafts, as souvenirs to take back to their place of origin.

d) *What to arrive*

This includes accessibility, how we visit the tourist attraction, what vehicle to use, and how long it takes to arrive at the destination.

e) *What to stay*

How will the tourist stay for a while during his vacation? Inns are needed, both star hotels and non-star hotels, and so on.

According to Ridwan (2019), tourist attractions are everything that has uniqueness, beauty, and value in the form of natural wealth, culture, and man-made products that are the target or destination of tourist visits.

### **Community-based tourism (CBT)**

The implementation of community-based tourism is listed in Law Number 10 of 2009 concerning Tourism, in Chapter III Article 5, namely that the principle of implementing tourism is the empowerment of the local community. So this Law has mandated that the development of Indonesian tourism must consider the interests of the local community. In principle, tourism development is required to apply three main paradigms, namely: (1) *economically viable*, must be able to increase income, expand job opportunities and business

opportunities, and improve community welfare. (2) *Socially acceptable*, must be able to realize justice, preserve and strengthen the identity and independence of the nation, enrich personality, maintain religious values, and function as a medium to create world order. (3) *Environmentally sustainable*, must pay attention to environmental sustainability and sustainability. Therefore, community-based tourism development is an "amulet" that must be held by the determinants and implementers of tourism development policies. As a major component in community-based tourism (CBT), the community has a very important role in supporting tourism development.

*Community Based Tourism* (CBT) is a mechanism in sustainable development, poverty alleviation, and conservation for local communities living in a destination so that CBT has the potential to develop skills, institutions, and empower local communities (Putra et al., 2023).

The concept of CBT is one of the tourism development concepts that considers social, cultural, and environmental sustainability in the local community in the destination (Nurwanto, 2020)

The implementation of CBT certainly has principles that are the main aspects to be implemented using guidelines by UNEP and WTO cited by (Suansri, 2003), including:

1. economic dimensions with indicators, namely: the existence of funds for community development, the creation of jobs in the tourism sector, and the growth of local community income from the tourism sector;
2. social dimension with indicators, namely: improving the quality of life, increasing community pride, fair division of roles, and building community management organizations;
3. cultural dimensions with indicators, namely: encouraging people to respect other cultures, assisting the development of cultural exchange, and instilling development in local culture;
4. environmental dimensions with indicators, namely: learning about *carrying capacity*, waste management, and concern for conservation;
5. The political dimension with indicators is: the participation of local communities, increased community power, and rights in management.

### **Tourism Development Strategy**

According to Yoeti (1997: 2-3), there are several aspects that need to be considered in the development of tourism, namely:



1. Tourists: It is necessary to know the characteristics of tourists, from which country they come, their age, hobbies, and what season they are traveling.
2. Transportation Research must be carried out on how transportation facilities are available to bring tourists to the destination area.
3. Attractions/attractions: What are the attractions and attractions for sale? Does it meet the following three requirements: what can be seen, what can be done, and what can be purchased at the visited DTW?
4. Service facilities: What facilities are available in the DTW, how are the existing hotel accommodations, restaurants, and public services such as banks/money changers, post offices, telephones/telexes in the DTW that tourists will visit.
5. Information and promotions. Publications or promotions are needed when advertisements are placed, where leaflets/brochures are distributed, so that prospective tourists know each tour package and tourists quickly make decisions

The main steps in the tourism development strategy (Suwantoro, 2004, p. 55):

1. In the short term, the focus is on optimization, especially to: sharpen and strengthen the image of tourism, improve the quality of the workforce, improve the quality of management, utilize existing products, and increase the existing tourism market share.
2. In the medium term, the emphasis is on consolidation, especially in: Strengthening Indonesia's way of tourism, consolidating management capabilities, developing and diversifying products, and developing the number and quality of the workforce
3. In the long term, the focus is on the development and dissemination in: Development of management capabilities, Development and dissemination of products and services, Development of new tourism markets, Development of quality and number of workers

In general, tourism development always follows the life cycle of tourism so that it can determine the position of tourism to be developed. Cooper and Jackson (1997:121), the stages consist of:

1. The exploration stage (*exploratio*) related to discovery is a place that is found as a new tourism potential by tourists, tourism actors, and the government. Usually, the number of visits is small; tourists are attracted to unpolluted and quiet areas, locations that are difficult to reach but are in demand by a small number of tourists who actually become interested because they are not crowded with visitors.
2. The stage of involvement is followed by local control, which is usually carried out by the local community. At this stage, the local community initiates activities, tourist attractions

begin to be promoted to tourists, the number of tourists increases, and infrastructure begins to be built.

3. The development stage with local control shows a drastic increase in the number of tourist visits. Supervision by local institutions is rather difficult to achieve; the entry of the tourism industry from outside and the popularity of tourist areas cause damage to the natural and socio-cultural environment, so it is necessary to intervene with local and national control.
4. This consolidation stage is indicated by a decrease in the growth rate of the number of tourist visits. The tourist area is filled with various tourism industries, such as entertainment and various kinds of tourist attractions.
5. Stagnation: the highest number of tourists has been reached, and the area is beginning to be abandoned because it is no longer contemporary; revisits and business people take advantage of the available facilities. At this stage, there are efforts to maintain the number of tourists intensively carried out by the tourism industry, and this area is likely to experience major problems related to the natural and socio-cultural environment.
6. Decline Stage: Almost all tourists have shifted their visits to other tourist destinations. The area has become a small tourist attraction visited for a day or a weekend. Some tourism facilities have been reformed, and their functions have become those of other destinations. Thus, at this stage, the government's efforts are needed to rejuvenate.
7. The *Rejuvenate Stage*, where it is necessary to consider changing the use of tourism areas into new markets, creating new marketing channels, and repositioning tourist attractions into other forms. Therefore, new capital or cooperation between the government and the private sector is needed.

Table 1. State of the Art

| Yes | Title and Name of the Researcher                                                                                                               | Research Location                                                                                          | Research Methods                                 | Research Results                                                                                                                                                                          |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Development of Community-Based Marine Tourism Village Areas (Sirajul Fuad Zis, Yonariza, Hery Bachrizal Tanjung, Ernita Arif, Almegi, in 2025) | Teluk Buo Tourism Village in Padang City, and Apar Tourism Village in Pariaman City, West Sumatra Province | This study uses a descriptive qualitative method | The development of community-based Marine Tourism Village Areas requires Marine Resource Land Status, Open Leadership, and Stakeholders that can help the development of tourism villages |

|   |                                                                                                                                                                                  |                                         |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | The Role of the Community in the Development of Marine Tourism at Duta Wisata Beach Bandar Lampung (Enny Mulyantari, Setyo Prasiyono Nugroho, Natalia Artemisia Sancia, in 2025) | Bandar Lampung Tourism Ambassador Beach | Qualitative approach method, | The role that can be played by the community is first, as an initiator, namely as a originator and driver in realizing ideas and thoughts. Second, as an implementer, namely the community carries out operational activities. Third, as an accompaniment, there is the contribution and responsibility of the community in maintaining the beauty and cleanliness of the surrounding environment. Fourth, as a reviewer, the community supervises the process and impact of tourism development. Fifth, as a beneficiary, namely the increase in people's welfare in the economy |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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In the first stage, the researcher will analyze how the marine tourism of Muara Mundu Cirebon Park can carry out tourism activities in accordance with sustainable tourism guidelines, and in the second stage, the researcher will explore and analyze the management of Muara Mundu Park in accordance with the guidelines for community-based tourism management. These two stages are carried out by conducting observations, interviews (managers, community leaders, village heads/kuwu), and documentation. The results of the second stage of research will be analyzed in depth by the researcher in a qualitative descriptive manner about the management guidelines for Muara Mundu Park, which are sustainable tourism and also community-based tourism in accordance with the tourism development pattern expected by the Indonesian government

The research study entitled "Analysis of Muara Mundu Cirebon Park as a sustainable tourism and community-based tourism destination" is a comprehensive study of a guideline for Indonesian tourism management based on sustainable tourism and community-based tourism. This will discuss how it is applied in the management of Muara Mundu Park, Cirebon, as a leading marine tourism destination.

The data collection methods to be used include observation, interviews, and

documentation to determine the management of Muara Mundu Cirebon Park as a leading marine tourism destination through the identification of sustainable tourism and community-based *tourism*.

In the interview process, it will be carried out with managers, community leaders and stakeholders to obtain data on sustainable tourism-based management (*Sustainable Tourism*) and community-based tourism (*Community Based Tourism*) carried out by Muara Mundu Cirebon Park. The results of the study will be analyzed in depth with a qualitative descriptive method based on data collected by the researcher.

### **Data collection techniques**

In this study, the researcher collected data using 3 data collection tools, namely observation, questionnaire, and documentation. According to Sugiono (2016:308), data collection techniques are the most important step in research, because the main purpose of research is to obtain data. Without knowing the data collection technique, the researcher will not obtain data that meets the set data standards. In this case, the researcher uses several methods in the research carried out, including:

### **Observations**

According to Sutrisno Hadi (in Sugiyono, 2017:203), "observation is a complex process, composed of various biological and psychological processes. Two of the most important are the process of observation and memory.

### **Interview**

According to Utama and Mahadewi (2012), interviews are a question-and-answer process in research that takes place orally. Interviews are one of the most important parts of any research, and the interview technique is free. Respondents who will be used as *informants* in this study were selected using the purposive *sampling method*. *Purposive sampling* is a sample determination technique that is deliberately carried out by appointing people who are considered able to provide the necessary data needs, both internal and external conditions, so that they can provide a clear picture of the management of sustainable *tourism* and community-based *tourism* carried out by Muara Mundu Cirebon Park

### **Documentation**

Documentation is one of the methods of collecting data in the form of photographs, writings, or visual media that is used as records of events that are then used as evidence that the event existed in the past (Ubaidillah, 2017). The method of collecting documentation data in this study was through interviews with the selected informants. Documentation can strengthen evidence in qualitative research methods because in the documentation method there are photos, writings, and visuals that can be more trusted in research

### **Data Analysis Techniques**

The research entitled "Analysis of Muara Mundu Cirebon Park as a sustainable *tourism* and community-based *tourism* destination" uses qualitative descriptive analysis. According to Sugiono (2012:29), the qualitative descriptive method is a method used to describe or analyze research results but is not used to make broader conclusions. The approach taken in this study is a qualitative approach, which is one of the scientific research methods, and aims to understand a phenomenon in the social context naturally by prioritizing the process of deep communication interaction between the researcher and the phenomenon being studied (Hendriansyah, 2010 p. 9)

This method was chosen by the researcher to present accurate data regarding the facts and meaning of phenomena in the field. This study uses facts to obtain data and information about the management of tourism in Muara Mundu Park based on sustainable *tourism* management and *community-based tourism*.

## **DISCUSSION**

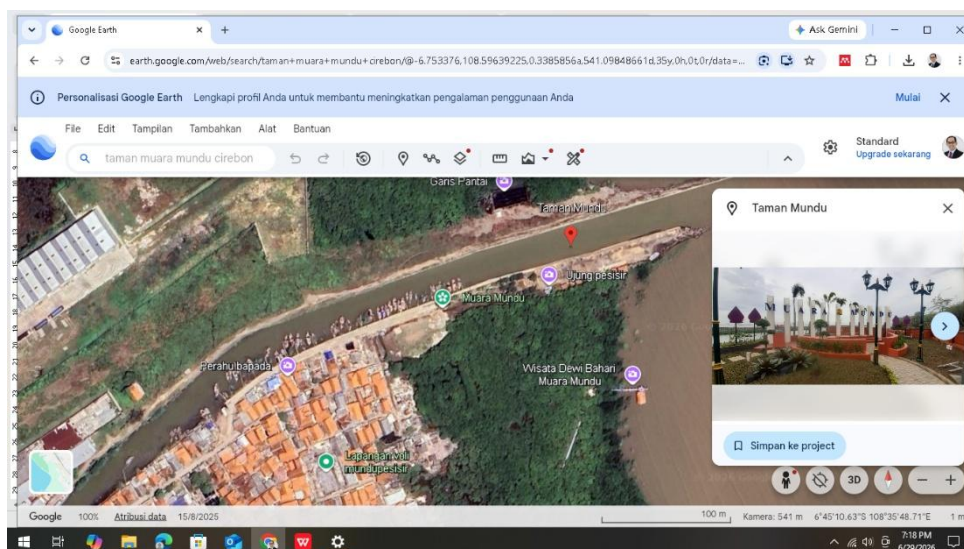
### **Overview of Muara Mundu Park**

Muara Mundu Park is a new tourist destination in Cirebon which officially opened in 2022. The inauguration of the Cirebon Estuary Park coincided with the protection of the Mundu River Estuary by the head of BBWS (River Area Center) Cimanuk-Cisanggarung (Cimancis). Muara Mundu Park has a beautiful panorama combined with Mangrove Tourism and nearby beaches. Muara Mundu Cirebon Park is the result of renovation carried out by BBWS (River Area Center) Cimanuk-Cisanggarung (Cimancis). The following is a picture of the inauguration of Muara Mundu Park, which was inaugurated by BBWS (River Area Center) Cimanuk-Cisanggarung (Cimancis) on December 29, 2022, as shown in Figure 1.



Figure 1. Monument to the inauguration of Taman Muara Mundu  
Source: Research Data,2026

The concept of the Muara Mundu River Park, which has a mangrove forest of about 9.95 hectares, was built in 2010, but the facilities at that time were very minimal and had not been fully developed. The development of Muara Mundu Park facilities is expected to attract tourists to visit and enjoy the natural atmosphere in Muara Mundu Park. It is also hoped that, in developing mangrove forest tourism in Muara Mundu Park, local residents of Mundu Pesisir Village can manage it properly. Muara Mundu Park is located at the Mouth of the Kenari River, Glindingan II Coral Block, Mundu Coastal Village, Mundu District, Cirebon Regency, with a geographical location of  $6^{\circ}45'10.15''\text{S}$   $108^{\circ}35'52.29''\text{E}$  in Figure 2 as follows:



Source: Google Earth Research Data,2026

Figure 2. Location of Muara Mundu Park Map

Muara Mundu has an area of about 640 m<sup>2</sup> and has almost complete facilities. In this Muara Mundu park, there is a typical Cirebon gate located at the main entrance to the Muara Mundu park. This gate also has a typical Cirebon touch, with a structure consisting of legs, body, and roof. Regol Pengamin, Regol Gledegan, and Lawang Sanga have structures only in the form of a body and roof. This gate as a result of the representation of a myth or surrounding events, has its own meaning that is closely related to time, region, and appearance, as shown in the following Figure 3:

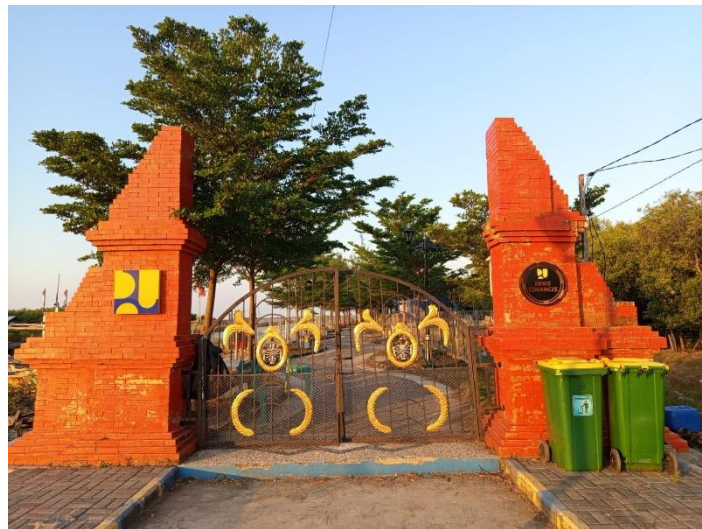


Figure 3. Muara Mundu Park Gate

Jogging track *facilities* are also available in this Muara Mundu park, with a length of approximately 100 meters, for local residents and residents outside Muara Mundu to use for sports activities, supported by clean and fresh air from the north coast of Java, as shown in the following figure 4.





Figure 4. Area Jogging track Taman Muara Mundu

Muara Mundu Park also provides facilities for fishing that can be done on the banks of the BBWS (River Area Center) Cimanuk-Cisanggurung (Cimancis) river. While looking at the scenery of both mangrove forests and the north coast of Java, visitors can fish, as shown in the following picture:



Figure 5. Fishing area on the riverside of BBWS Taman Muara Mundu

### **The management of Muara Mundu Park is guided by sustainable *tourism* management**

Muara Mundu Park which is a tourist destination in the village of Mundu Pesisir which is managed by the Village Business Entity (Bumdes) with the assistance of the Tourism Awareness Group (Pokdarwis) manages by looking at and paying attention to the sustainability and sustainability of the environment around Muara Mundu Park, so that Muara Mundu Park can continue to be sustainable, not damaged and of course sustainable as a tourist destination. One of the activities carried out by the Muara Mundu Park Manager is to always adhere to environmental sustainability (sustainable tourism), which is certainly beneficial for tourism by planting various kinds of mangrove trees (mangroves), in this case *Rhizophora Mucronata* mangroves as follows:





Figure 6. Mangroves in Muara Mundu Park



Figure 7. Mangrove Planting in Muara Mundu Park

In addition to planting mangroves as one of the efforts to manage sustainable tourism destinations, the management of Muara Mundu Park also strives to create parks that still care for the environment by planting pine trees that are easy to grow in coastal areas, as shown in the following picture:



Figure 8. Planting pine trees in Muara Mundu Park

### **The management of Muara Mundu Park is guided by *community-based tourism management***

Muara Mundu Park used to be a fishing village that was quite shabby and unorganized in its environmental conditions and lacked conducive environmental conditions for security. Muara Mundu Park, which is inhabited by many fishermen, has difficulties docking at home to sail due to shallow river conditions caused by soil conditions, which impacts fishermen's income, which is decreasing because the sea catch is no longer fresh. This was revealed by the head of Mundu Pesisir (kuwu) village, Mr. H. Khaerun. The expression from the village head

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was conveyed to President Joko Widodo (Jokowi) that the coastal Mundu community asked for a rearrangement of their environmental conditions so that fishermen could be widely anchored and the arrangement of mangrove forests (mangrove forests) to be used as tourist attractions through collaboration with BBWS Cimancis.

The management of Muara Mundu Park was built by the Ministry of PUPR and inaugurated by BBWS (River Area Center) Cimanuk-Cisanggurung (Cimancis), but is managed by the Mundu Village-Owned Enterprise (BumDes), which is directly under coordination with the Kuwu, namely Mr. H. Khaerun. The forms of management of Muara Mundu Park as a community-based tourism object can be carried out in the form of:

### **Community participation in the management of Muara Mundu Park as a tourist attraction**

Community participation in the management of Muara Mundu Park as a tourist attraction is carried out by the Mundu Pesisir Village-Owned Enterprise, managed by the Chairman of the Mundu Coastal BumDes, Mr. Haji Dede, assisted by a tourism awareness group (pokdarwis) initiated by Mr. Eko and supported by pokdarwis members such as Mr. Andi, Mr. Iwan. In addition to tourism awareness groups (pokdarwis), Mundu Pesisir Village also involves Micro, Small, and Medium Enterprises (MSMEs) in Mundu Pesisir Village, where a lot of food is made by the Mundu Pesisir community as one of the roles in their involvement in the management and development of Mundu Pesisir tourist attractions. Based on an interview with Mr. Haji Khaerun as Kuwu Mundu Pesisir, in Mundu Pesisir there are MSMEs that involve women in processing presto milkfish, making shrimp crackers, petis crackers, and green mussels, of course with marine products obtained by fishermen. So that Mundu Pesisir MSMEs play a very important role in the management of Muara Mundu Park and concern for Muara Mundu Park tourist attractions. One of the areas that has been prepared by the management of Muara Mundu Park is a culinary area that can be used by the people of Muara Mundu Park, as shown in the following picture:



Figure 9. Taman Muara Mundu culinary area

To improve the quality and quantity of MSME products in Mundu Pesisir village that support the management of Mundu Park, various activities are carried out to improve the quality of skills and communication, so that it is expected to improve the economy of the surrounding community.

### **Community participation in the management planning of Muara Mundu Park**

According to the results of the interview, the involvement of local residents in planning is very minimal because the lack of desire of residents to participate in the management of Muara Mundu Park can also affect participation in the planning; therefore, the Mundu Pesisir village government has created a system for local residents to follow the system in planning the management of Muara Mundu Park. The system created in the management planning of Muara Mundu Park is carried out through the formation of small groups in tourism awareness groups (pokdarwis) through planning, development, and management of Muara Mundu Park, and the results will be met by all Mundu Pesisir village officials and attended by community leaders as well as RT and RW devices.



Figure 10. Muara Mundu Park Development Planning

### **Community Participation in the Implementation of Muara Mundu Park Management**

The activities of local residents in the implementation of the management of this tourist attraction are very high, because according to the Chairman of BUMDes (Village-Owned Enterprises) Haji Dede, there was an encouragement from Mr. Joko Widodo himself who made the Muara Mundu Park, so that residents are happy because the place that used to be a slum has become a good park and also an opportunity to sell around the road to Muara Mundu. Residents' willingness to help manage the Muara Mundu tourist attractions is also influenced by the customs of mutual cooperation, so local residents help manage the Muara Mundu park.

According to the manager of the Muara Mundu Park, local residents only help in the construction of the Muara Mundu Park and also help to take care of the Muara Mundu Park because of the awareness of the togetherness of the residents themselves, so that they help in cleaning the Muara Mundu Park that was given by Mr. Joko Widodo. We were only given wrapped rice when building Muara Mundu Park. However, during community service, we are not given a salary because it is our own awareness to take care of Muara Mundu Park. According to Mr. Haji Khaerun, the Head of Kuwu in Muara Mundu, said that: For now, the level of participation of local residents has not been felt because the Muara Mundu Park is assisted by the central government. We only appeal not to throw garbage in the Muara Mundu area. It is a form of participation in maintaining cleanliness.

From the results of the interview above, it can be concluded that local residents were moved to help in the management of Muara Mundu Park because Mr. Joko Widodo himself has

helped them in dredging in their river, but the level of participation has not been felt because, for now, it is still not a priority for activities that can improve the community's economy.

If the CBT concept is applied consistently, the benefits that can be obtained include: increasing the income of the local community; the opening of new jobs; increasing public awareness of cleanliness and environmental sustainability; the preservation of local cultural identity; creating a sense of ownership of tourist destinations; increasing the sustainability of destination management in the long term.

## **CONCLUSION**

Muara Mundu Park, located in Mundu Pesisir village, is a tourist destination managed on a community-based tourism basis, where the management is handed over to tourism awareness groups under the Village-Owned Enterprises (BumDes) of Mundu Pesisir village. The existence of community participation in the management of Muara Mundu Park indicates that Muara Mundu Park is a community-based tourist destination because it involves the community in its development and management such as involving MSMEs in the vicinity of Muara Mundu Park, the involvement of the community to open food and beverage shops, its involvement in maintaining ticket counters and also cleanliness and environmental concern in the Muara Mundu Park area. Community participation in the management of Muara Mundu Park through planting mangrove forests, arranging parks with attention to the environment, such as planting pine trees as a park around Muara Mundu Park as a form of sustainable tourism-based management of Muara Mundu Park

## **Suggestions**

1. That Muara Mundu Park, which is a tourist destination in Mundu Pesisir Village, is a coastal area close to the beach, which is vulnerable in the management and maintenance of various kinds of facilities, so it must be considered in terms of maintenance in Muara Mundu Park.
2. Muara Mundu Park in community-based management must continue to pay attention to and utilize local resources so that it can have a positive impact on the community, not just damage and utilize the environment for just a moment.

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