

# **Sustainable Livelihood for Tourism: Moderating Role of Institutional Arrangements**

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## **ABSTRACT**

The contribution of the tourism sector which can increase people's income, business opportunities, employment opportunities and reduce poverty has led to the emergence of a new approach to poverty reduction, namely sustainable livelihood for tourism (SLFT). The key players in the tourism sector are businessmen, society/community, government, media, and academia. The Ministry of Tourism usually refers to these key players as the penta-helix because they need each other and must collaborate and work together in supporting tourism development in destinations. Applying the sustainable livelihood framework for tourism, this study aims to analyze the effect of livelihood assets on livelihood outcomes moderated by institutional arrangements at the Pantai Menganti tourist destination using the Structural Equation Modelling-Partial Least Square analysis method. The results of the analysis show that human capital, economic capital, and institutional capital have a positive effect on livelihood outcomes, while institutional arrangements moderate the effect of economic capital on livelihood outcomes. From the results of this analysis, it can be concluded that the existence of Menganti Beach can become a source of sustainable livelihood for the surrounding community.

**Keywords:** human capital, natural capital; social capital; economic capital; institutional capital; institutional arrangements; livelihood outcomes

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## **1. Introduction**

In recent decades, tourism has become one of the largest and most developed economic sectors in the world (UNWTO, 2023; WTTC, 2023). In Indonesia, the government has also designated tourism as one of the priority sectors in the 2020-2024 National Medium Term Development Plan (RPJMN). This sector is considered capable of driving national economic growth and creating quite extensive employment opportunities (Ren et al, 2019; Haryana, 2020; Hossain & Wadood, 2020; Ullah et al, 2022).

The contribution of tourism to GDP in Indonesia is 4.1 percent in 2022. Export for creative economy products is estimated to reach USD26.46 billion or IDR397.98 trillion. The target for creative economic added value is IDR1,297 trillion. The performance target, which doubles up, is expected to impact the community, with the availability of 22.4 million jobs in the tourism sector and 22.29 million in the creative economy. In stimulating the value of the investment, so far, investment realization in the tourism and creative economy sectors from 2020 to the first quarter of 2022 reached IDR5.31 trillion. The Ministry of Investment noted that the value of existing investment projects in 5 Super-Priority Tourism Destinations (DPSPs) reached IDR172.2 billion or about USD11.67 million (kemenparekraf.go.id, 2023)

Domestic tourism in Indonesia is still dominated by tourist travel flows on the island of Java. Foreign tourists' trips in 2022 will be carried out by tourists who live on the island of Java, amounting to 76.54 percent of the total trips. East Java is the largest contributor to the number of foreign tourists traveling, followed by tourists from West Java and Central Java (BPS, 2023). The Central Java Provincial Government continues to encourage community involvement to develop various tourism potentials in its region by becoming a community empowerment-based tourism destination. Kebumen Regency is one of the districts in Central Java, which is located on the south coast. One of the tourist destinations in Kebumen Regency which is managed based on community empowerment is Menganti Beach. Menganti Beach is located in Karangduwur Village, Ayah District, Kebumen Regency, Central Java Province. This 43.75 hectare tourist destination is managed by the Forest Village Community Institution (LMDH) Sengkuyung Makmur Karangduwur, in collaboration with State Forestry Company (Perhutani). Menganti Beach is approximately 37 kilometers southwest of Kebumen City.

Menganti Beach has views of limestone hills and cliffs that directly border the beach. Menganti Beach was opened to the public by the local village government in early 2011. Menganti Beach was originally a beach for fishing boats to land and a place for fish auctions, then began to be developed as a mainstay tourist attraction in Karangduwur Village. There is a Fish Auction Place (TPI) which is still functioning well. Several facilities at tourist attractions are available, such as toilets, prayer rooms, makeshift parking spaces, and homestays which were only completed in early 2014. Other tourist attractions are located around Menganti Beach, so Menganti Beach can be used as a center of tourist attraction. Menganti Beach is a tourist destination for both local and foreign tourists. The number of tourist visits continues to increase from year to year, as seen in Table 1. The high interest of visitors in traveling to Menganti Beach makes the existence of this tourist destination a source of livelihood for the people of Karangduwur Village and its surroundings.

Table 1 Data on Menganti Beach Visitors 2021-2023

Month	2021	2022	2023
January	13.800	81.274	39.559
February	19.100	38.010	-
March	34.760	35.040	-
April	31.780	9.649	-
May	113.160	199.364	-
June	52.360	47.889	-
July	4.027	51.089	-
Month	2021	2022	2023

August	29.431	24.471	-
September	40.610	24.665	-
October	58.404	23.700	-
November	32.074	12.219	-
December	54.949	34.333	-
<b>Total</b>	<b>484.455</b>	<b>581.703</b>	<b>39.559</b>

Source: LMDH Sengkuyung Makmur, 2023

Menganti Beach tourist destination is managed jointly by the Forest Village Community Institution (LMDH) Sengkuyung Makmur, State Forestry Company (Perhutani), Karangduwur Village Government, Karangduwur Village Karangtaruna, the Indonesian Fishermen's Association (HNSI) and the local community. South Kedu Forest Management Unit Perhutani is involved in managing the Menganti Beach tourist destination because this tourist destination area is within the forest holding area belonging to State Forestry Company (Perhutani), so Perhutani's role in managing the Menganti Beach tourist destination is to provide legality for the management of the tourist destination. Based on that explanation, it appears that there are institutional arrangements in managing the Menganti Beach tourist destination, so researchers are interested in conducting research with the title “*Sustainable Livelihood for Tourism: Moderating Role of Institutional Arrangements*”

## 2. Literature Review

### 2.1 Institutional Capital Theory

Institutional capital refers to the collection of values, norms, rules, and institutional structures that influence the way individuals and groups interact and organize themselves within a social system. Institutional capital includes formal institutions, such as governments, legal entities, and social organizations, as well as the norms, values, and practices found in society. Institutional capital has an important role in shaping the behavior, coordination and performance of social systems. It includes laws, regulations, public policies, and frameworks that govern interactions and transactions between individuals and groups in society. Institutional capital also creates structures, mechanisms, and procedures to manage conflict, facilitate cooperation, and resolve problems as they arise. One institutional theory is the Common Pool Resources (CPR) Theory which was developed by Elinor Ostrom. In his book entitled “*Governing the Commons*” (1990), Ostrom highlights the special characteristics of common natural resources, where they have two important attributes. *First*, these resources are rivalrous, which means that use or consumption by one individual will reduce availability for other individuals. *Second*, these resources are non-exclusive, meaning it is difficult or expensive to limit individual access to them. CPR theory emphasizes the importance of good institutions and management mechanisms in maintaining sustainable management of shared natural resources.

### 2.2 Capability Theory

Capability theory emphasizes the importance of the accumulation of human, social and institutional capabilities in driving economic development. This theory looks at factors such as education, skills, knowledge and human infrastructure as necessary foundations for sustainable economic growth. There are several capability theories, including the capability theory from

Martha Nussbaum and Amartya Sen (Gasper, 1997). Martha Nussbaum's capability theory emphasizes the importance of protecting and developing basic human capabilities that are essential for a dignified life. This theory highlights the intrinsic values and basic abilities that must be recognized and granted to all individuals as human rights. The essence of Nussbaum's capability theory is to recognize the importance of prioritizing and protecting basic human capabilities as the basis for a dignified life. This theory emphasizes intrinsic values and social justice in designing policies and measuring development progress.

Sen's capability theory is an approach that emphasizes the importance of individual freedom in achieving a better quality of life (Nussbaum & Sen, 1993). This theory views quality of life not only in terms of income or material wealth, but also from the perspective of individual freedom to live a meaningful life and fulfill their potential. This theory places humans as the main focus of development, not just as a means to achieve economic growth. Individual capabilities in terms of health, education, skills and other freedoms are critical elements in assessing the success of development. Sen's capability theory also emphasizes the importance of empowering individuals to influence and participate in the development process. Increasing individuals' capabilities, such as access to education, health, and economic opportunities, gives them the power to control and shape the course of their lives. This theory recognizes that individual capabilities do not only depend on personal freedom, but are also influenced by social, economic and institutional factors in society. Social context and interactions between individuals also play an important role in shaping individual capabilities. Capability theory emphasizes the role of government in creating an environment that supports and encourages the development of individual capabilities. Governments have a responsibility to provide access to basic services, protect individual rights, create economic opportunities, and address inequalities that can limit individual capabilities.

### *2.3. Sustainable Livelihood for Tourism (SLFT)*

Sustainable livelihoods for tourism aim to incorporate the main principles of sustainable livelihoods and tourism. The Sustainable Livelihood Framework for Tourism shows the key characteristics of tourism livelihood systems, which include capital, activities related or unrelated to tourism, livelihood outcomes, institutional arrangements and vulnerability contexts. In the Sustainable Livelihood Framework for Tourism, tourism is considered as a context in which all these factors are embedded, influenced and shaped. Sustainable Livelihood Framework for Tourism is a sustainable livelihood embedded in the tourism sector, where this livelihood can overcome vulnerability and can produce livelihoods that are economically, socially and environmentally sustainable, without destroying other people's livelihoods (Shen et al, 2008). Similar to capital in the DFID-based sustainable livelihood framework, livelihood capital in the tourism sector is fundamental for poor communities and is the core of the Sustainable Livelihood Framework for Tourism. The difference is, in SLFT tourism livelihood capital consists of human capital, social capital, natural capital, economic capital and institutional capital.

- Human capital, in the form of skills, knowledge, ability to work and good health, which enable people to achieve success in their livelihoods (DFID, 2001)
- Social capital, in the form of social resources used by people to pursue their livelihood goals, for example networks and connections (DFID, 2001)
- Natural capital, in the form of reserves of natural resources that are useful for livelihoods (DFID, 2001)

- Economic capital, in the form of financial capital and physical capital (Shen et al, 2008)
- Institutional capital, in the form of community access to the tourism market, access and participation in the policy-making process and the extent to which the community's willingness to be involved is reflected in political decisions, for better livelihood outcomes (Shen et al, 2008)
- Institutional arrangements  
According to Imperial (1999), institutions refer to 'enduring regularities of human action structured by shared rules, norms, or strategies and the realities of the physical and biological world'. Institutional arrangements are 'the structure of relationships between institutions involved in some type of joint venture'. In the tourism context, individuals, governments, (I) NGOs, companies and tourists interact and the behavior of each party may have a direct or indirect influence on individuals who make their living in the tourism sector (Shen et al., 2008).

### 3. Research Methodology

#### 3.1 Data and Variable

The data in this research consists of primary data and secondary data. The primary data source in this research is the perception of stall traders, street vendors and managers of the Menganti Beach tourist destination regarding the variables of livelihood capital, institutional arrangements and livelihood outcomes. Primary data is measured using a Likert scale, because the Likert scale is used to measure responses or social objects (Suliyanto, 2011) and the advantage of the Likert scale is that it is easy to understand and simple (Suliyanto, 2011, May). Secondary data sources in this research come from various sources, including data on the number of visitors to the Menganti Beach tourist destination from the Sengkuyung Makmur Forest Village Community Institution as well as other supporting data.

#### 3.2 Data Analysis Techniques

This research uses Structural Equation Modeling-Partial Least Square (SEM-PLS) as a data analysis method. SEM-PLS is a set of statistical techniques that allow testing a series of relatively "complex" relationships simultaneously. A complex relationship can be established between one or several dependent variables and one or several independent variables. Each dependent and independent variable can be in the form of a factor (or construct, which is built from several indicator variables (Ferdinand, 2014: 6). Partial Least Square is a variant-based SEM statistical method designed to complete multiple regression when specific problems occur in data, such as small research sample sizes, missing data (missing values) and multicollinearity (Abdillah et al, 2020: 47).

The following is a structural equation that states the causal relationship between variables in this research:

$$HM = \beta_1MM + \beta_2MA + \beta_3MS + \beta_4ME + \beta_5MK + \beta_6MM*PK + \beta_7MA*PK + \beta_8MS*PK + \beta_9ME*PK + \beta_{10}MK*PK + e$$

#### 4. Results

The results of hypothesis testing of the direct influence of human capital, natural capital, social capital, economic capital, institutional capital and institutional arrangements on livelihood outcome variables can be seen in Table 2. The parameters for whether there is a partial influence can be determined based on the p-value. The p-value is smaller than 0.05, meaning there is an influence of the exogenous variable on the endogenous variable, conversely if the p-value is greater than 0.05 then there is no influence of the exogenous variable on the endogenous variable.

Table 2 Hypothesis Testing Results

No	Pengaruh Antar Variabel	Path Coefficient	p-value	Kesimpulan
1	Human Capital → Livelihood Outcomes	0,319	<0,001	Influential
2	Natural Capital → Livelihood Outcomes	0,121	0,062	Not influential
3	Social Capital → Hasil Matapencaharian	-0,037	0,323	Not influential
4	Economic Capital → Livelihood Outcomes	0,242	<0,001	Influential
5	Institutional Capital → Livelihood Outcomes	0,413	<0,001	Influential
6	Institutional Arrangements*Human Capital → Livelihood Outcomes	-0,099	0,104	Not influential
7	Institutional Arrangements*Natural Capital → Livelihood Outcomes	0,079	0,160	Not influential
8	Institutional Arrangements *Social Capital → Livelihood Outcomes	-0,047	0,279	Not influential
9	Institutional Arrangements *Economic Capital → Livelihood Outcomes	0,155	0,024	Influential
10	Institutional Arrangements *Institutional Capital → Livelihood Outcomes	0,039	0,313	Not influential

Source: Primary data processed, 2023

Based on the results of data analysis, it was concluded that the variables of human capital, economic capital and institutional capital had a direct influence on the livelihood outcome variables, while institutional arrangement variables succeeded in moderating the influence of the economist capital variable on the livelihood outcome variables.

## **5. Discussion**

### *5.1. Human Capital*

The results of the hypothesis test carried out show that human capital has a positive effect on livelihood outcomes, which means that human capital has a positive and important influence in improving livelihood outcomes. The better the quality of human resources, the better livelihood outcomes will be.

- Ability to work

Respondents in this study stated that they were able to carry out their livelihoods well because the livelihoods they carried out were in accordance with their abilities, supported by good health conditions.

- Health and nutrition levels

Respondents in this study stated that they could carry out their livelihoods well if they were in a healthy condition. Respondents in this study have livelihoods as food stall traders, seafood stall traders, street vendors and tourist attraction managers, who require more physical activity to carry out their livelihoods, so good health conditions will greatly support their activities to obtain livelihood results.

- Level of education

The majority of respondents in this study had junior high school education (34%), so from the results of the descriptive analysis it can be seen that the amount of income that respondents earned was still relatively low, namely in the range of Rp. 1.000.000,- to Rp. 2.000.000,-. Respondents also stated that they had limited choices of livelihood strategies, due to their relatively low level of education.

- Knowledge and skills

The knowledge and skills possessed by respondents in this research include the skills to become a stall trader, seafood cooking skills and skills in managing tourist destinations. The livelihood carried out by respondents does not require special skills. This is in line with the results of descriptive analysis which shows that the education level of the majority of respondents is junior high school graduates, so their knowledge and skills are relatively low. The low level of knowledge and skills possessed by respondents has an impact on the low livelihood outcomes they obtain.

- Adaptability

The ability to adapt is demonstrated by the construction of cottages and resorts in the Menganti Beach area. The staycation phenomenon which emerged after the Covid-19 pandemic, made the management of the Menganti Beach tourist destination decide to follow this new development by building cottages and resorts. The staycation phenomenon is a combination of taking a vacation but remaining at home/hotel/villa. This holiday activity is usually carried out in a hotel or villa which has a calm atmosphere. The emergence of the term staycation was influenced by the decline in the mental health of Indonesian people due to the impact of the Covid-19 pandemic, so

that to maintain mental stability and physical and spiritual health, people choose to go on holiday but remain safe because they do not interact too much with many people. This ability to adapt has made the Menganti Beach tourist destination able to survive to this day, so that business actors on Menganti Beach can obtain sustainable livelihood results.

The results of this research are in line with the sustainable livelihood approach theory and support previous research on sustainable livelihoods (Kaskoyo et al, 2017; Aazami & Shanazi, 2020, Liu-Lastres et al, 2020) and Westoby et al, 2021), which proves that human capital influences livelihood outcomes.

### *5.2. Economic Capital*

The results of the hypothesis test carried out show that economic capital has a positive effect on livelihood outcomes, which means that ownership of economic capital has an important influence in improving livelihood outcomes. Economic or financial capital is basic capital (cash, credit/debt, savings and other economic assets, including basic infrastructure, production equipment and technology) which is used as a strategy to obtain livelihood outcomes.

- Income level

Income level has a significant influence in improving livelihood outcomes. A higher income level will allow individuals to live more prosperously and not become families who are vulnerable to poverty. Higher income also allows individuals to increase their savings, and with these savings, individuals will be able to develop their businesses. The results of the descriptive analysis show that the majority of respondents have an income level in the range of Rp. 1.000.000,- to Rp. 2.000.000,- This level of income is considered by respondents to be sufficient to improve livelihood outcomes, especially in terms of reducing vulnerability and increasing food security.

- Work

Work has a very significant influence on livelihood outcomes. The work that is held will enable individuals to obtain livelihood results that can be used to fulfill their daily needs. Respondents in this study work as managers of the Menganti Beach tourist destination and as stall traders, with the majority of respondents earning Rp. 1.000.000,- to Rp. 2.000.000,- .

- Infrastructure (transportation, energy sources, clean water and sanitation, access to information)

The readiness of tourist destinations to be visited by tourists in tourist destination areas requires the development and fulfillment of infrastructure needs that are appropriate to the location and conditions of the tourist destination in question. It is hoped that the availability of complete infrastructure with good quality will increase the number of tourist visits and the number of tourists who make repeat visits to the destination. The large number of tourist visits will have a positive impact on increasing the livelihood results obtained by business actors in these tourist destinations. The results of interviews with LMDH Sengkuyung Makmur administrators as well as the results of researchers' observations, show that the facilities available at the Menganti Beach tourist destination include shuttle bus stops (3 units), shuttle buses (4 units), 11 units of saung/gazebo, camping ground, toilets. (12 units), a prayer room (2 units), a large parking area and a homestay which was completed in early 2014. The manager of the Menganti Beach tourist destination is currently building a new parking area and building cottages.

- Equipment, machines and vehicles



Equipment, machines and vehicles function to support the smooth running of business activities of business actors in the Menganti Beach tourist destination. Complete and well-functioning equipment will have a positive impact on livelihood outcomes. Respondents in this study consisted of stall traders, seafood stall vendors and tourist destination managers, so the equipment, machines and vehicles needed were still relatively simple, including cooking utensils, motorbikes to carry fish from TPI to the stalls, and shuttle buses to transport visitors to the destination tour.

The results of this research are in line with the theory of sustainable livelihoods, which states that economic capital has an important contribution to livelihood outcomes. These results also support previous research from Akudugu (2011), Makoza & Chigona (2012), Aazami & Shanazi (2020), Pasanchay & Schott (2021) which states that economic capital has a positive influence on livelihood outcomes.

### *5.3. Institutional Capital*

The results of the hypothesis test carried out show that institutional capital has a significant effect on livelihood outcomes, which means that institutional capital has a positive and important influence in improving livelihood outcomes. Institutional capital is defined as capital that provides community access to the tourism market, sharing of tourism benefits, and access and participation in the policy-making process, and the extent of the community's willingness to be involved in political decisions to achieve a better livelihood.

- Access to the tourist market

The tourist market at the Menganti Beach destination not only sells crafts/souvenirs, but also sells food and drinks as well as seafood as its specialty. Based on interviews with LMDH Sengkuyung Makmur administrators, every resident of Karangduwur Village, Ayah District, has the same right to sell or open a kiosk/stall in the Menganti Beach area, which means that residents around Menganti Beach have wide access to take advantage of the existence of Menganti Beach. Opening access to become a business actor or as a tourist destination manager has a positive influence on improving livelihood outcomes. The stall traders at Menganti Beach are members of an association called "Mina Sari Menganti Warung Association", while the stall arrangement follows the rules set by LMDH Sengkuyung Makmur as the institution that manages the Menganti Beach tourist destination.

- Tourism benefit sharing

The distribution of tourism benefits can also be seen from the income share of the Menganti Beach tourist destination determined as follows: 20% for Perhutani and 80% for LMDH Sengkuyung Makmur. The 80% profit sharing for LMDH Sengkuyung Makmur is further divided to the Karangduwur Village Government (20%), to the Kebumen Regency Government (1%), Karangtaruna Karangduwur Village Rp. 1,000/entrance ticket. After deducting vehicle maintenance costs, insurance, maritime accident handling costs and administration, the funds received by LMDH Sengkuyung Makmur are approximately 50% of total income. The distribution of results above shows that the existence of the Menganti Beach tourist destination has a positive influence on improving the livelihood outcomes of local communities.

- Participation in the management and administration of tourist destinations

Participation in the management and administration of tourist destinations emphasizes the participation of business actors in the process of managing the administration of the Menganti Beach tourist destination. It is hoped that the participation of business actors in the management

and administration of tourist destinations will foster a sense of ownership and commitment to participate in developing tourist destinations, which will ultimately have a positive impact on livelihood outcomes. Based on the results of interviews with LMDH Sengkuyung Makmur, the management and administration of tourist destinations is carried out by LMDH Sengkuyung Makmur as the institution authorized to manage the Menganti Beach tourist destination.

- Participation in the decision-making process

Based on the results of the interview, the decision-making process regarding the management and development of the Menganti Beach tourist destination has not involved all stakeholders, in this case all business actors in the Menganti Beach tourist destination. Decision making related to the development of tourist destinations and when problems arise involves more of the LMDH Advisory Board, LMDH Supervisory Board, Community Assistance Team (Perhutani facilitator), village government and the Karangduwur Village Head as LMDH Protector, and less involvement of business actors. The results of interviews with LMDH Sengkuyung Makmur administrators stated that stall traders were only involved in the decision-making process when approaching national holidays such as Hari Raya Fitri and Christmas and New Year holidays to agree on prices for packaged food and drinks.

- The absorption of community aspirations in political decisions

The results of respondents' answers regarding this indicator have a relatively low score compared to other indicators in the institutional capital variable. This is because respondents feel less involved in political decisions, and more involved in local forums, such as community association meetings and meetings held by LMDH Sengkuyung Makmur.

The results of this research are in line with the theory of sustainable livelihoods, which states that institutional capital has an important contribution to livelihood outcomes. These results also support previous research from Afandi (2014), Badola et.al (2018) and Solihin et al (2020) show that institutional capital influences livelihood outcomes.

#### *5.4. Moderating Role of Institutional Arrangements*

The results of data analysis also show that institutional arrangements have succeeded in moderating the influence of economic capital on livelihood outcomes. The magnitude of the influence of the Institutional Arrangement\*Economic Capital variable on Livelihood Outcomes is 0.155 with a p-value of 0.024 so it can be concluded that the institutional arrangement moderates the influence of the economic capital on the livelihood outcomes. The indicator that received the highest score was the infrastructure. The infrastructure indicator with the statement "the existence of the Menganti beach tourist destination causes the infrastructure conditions around the tourist destination to be better" received a high score, which means that the existence of good infrastructure is considered very important for improving livelihood outcomes and supporting sustainable livelihoods. The location of Menganti Beach, which is on high ground and quite far from the city center of Kebumen, requires good infrastructure support, especially roads, public transportation and telecommunications facilities. Providing good infrastructure requires support from various parties, both central government, regional government and other stakeholders. This is what causes institutional arrangements variables to moderate the influence of economic capital on livelihood outcome variables.

## **6. Conclusion**

From the results of data analysis, it can be concluded that human capital, economic capital and institutional capital have a positive effect on livelihood outcomes and institutional arrangements variables moderate the effect of economic capital on livelihood outcomes. Based on these conclusions, the manager of the Menganti Beach tourist destination is recommended to improve the quality of potential young generation of human resources in Karangduwur Village by providing scholarships to higher levels of education, for example by being admitted to a tourism college. It is hoped that this improvement in the quality of human resources will provide provisions for the young generation of Karangduwur Village to be able to manage Menganti Beach better in the future. Tourist destination managers are also advised to increase the knowledge and skills of business actors by providing practical training, for example digital marketing training to promote seafood products for seafood stall owners and promote tourist destinations for tourist destination managers. In order to increase the knowledge and skills of managers of the Menganti Beach tourist destination, they can also be included in training in the field of ticketing managers, tour leaders, CHSE (Cleanliness, Health, Safety and Environment Sustainability), occupational safety and health training, management of tourist destinations and management homestay management because in the tourist destination of Menganti Beach there are homestays and resorts. In addition to improving the quality of human resources, managers of the Menganti Beach tourist destination are expected to continue to maintain, improve and add to existing infrastructure at tourist destinations. One of the infrastructure that needs to be repaired is the access road to Menganti Beach, which until now has not been accessible by public transportation. The location of the Menganti Beach tourist destination which is in the mountains, with roads that are uphill and winding, is one of the obstacles for visitors when going on a trip to Menganti Beach. Coordination with the Kebumen Regency Government and Perhutani needs to be carried out more intensely by LMDH Sengkuyung Makmur so that the hopes of business actors who want road access that can be reached by public transportation modes can be realized soon. The telecommunication network also needs to be improved so that when they are at Menganti Beach, visitors can broadcast live on Instagram or live stream on YouTube so that they can support the promotion of the Menganti Beach tourist destination.

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