

Strategy For Developing Marine Tourism Attractions In Sungai Pisang Area, Padang City, West Sumatera

Nila Rifai

(Departement of Hospitality Management, Bogor Hospitality College, Indonesia)

Abstract: The Padang City which has an area of 694.96 km² is famous for its marine tourism and culinary tourism which is supported by topography of the area is located in the lowlands in the form of beaches and also has hilly areas. Based on BPS (Statistic Bureau of Indonesia) data in 2021, foreign and domestic tourist visits to Padang City amounted to 1538 tourists and 1,000,732 tourists. The number of tourist visits to Padang City in 2021 decreased by 83% when compared to 2019 which amounted to 88,351 for foreign tourists and 5,384,236 for domestic tourists. The decline in the number of tourist visits was due to the implementation of restrictions on social activities during the Covid-19 pandemic in Indonesia. Based on tourist visit data in 2019 when the situation is normal, this is an opportunity for tourism businesses in the city of Padang to develop new tourist destinations, including marine tourism. The purpose of this paper is to create strategy for developing marine tourism in the Sungai Pisang area of Padang City, Indonesia. The method used in this study is a qualitative descriptive approach using SWOT analysis. The results show that several strategies for the development of marine tourism attractions in the Sungai Pisang area by developing models of sport tourism, edu-tourism and agro-tourism. The source of funds that can be used for this marine tourism attraction is using a Crowdfunding scheme with an attractive returns. Local governments are expected to support the development of marine tourism in the Sungai Pisang area by making it easier to administer permits and maintain security at tourist sites. The local government is expected not to frequently conduct prostitution raids at tourist sites to provide a sense of comfort for tourists.

Keywords: marine tourism, edu-tourism, eco-tourism, sport tourism, tourism attractions.

Date of Submission: 26-03-2022

Date of Acceptance: 06-04-2022

I. Introduction

Padang is a city on the island of Sumatra, Indonesia, which is the capital of the province of West Sumatra and is one of the tourist destinations for Indonesian domestic tourists, especially from the city of Pekanbaru. The Padang City which has an area of 694.96 km² is famous for its marine tourism and culinary tourism which is supported by topography of the area is located in the lowlands in the form of beaches and also has hilly areas. The advantage of tourism in Padang is in its natural tourism potential, such as beaches, plantations and agricultural and forest land. Nature recreation or nature tourism is one form of utilization of natural resources based on the principle of natural sustainability (Pratikto, 1996). According to Pendit (1999), marine tourism is a visit to a tourist attraction, especially to witness the beauty of the ocean and dive with complete diving equipment.

Based on BPS (Statistic Bureau of Indonesia) data in 2021, foreign and domestic tourist visits to Padang City amounted to 1538 tourists and 1,000,732 tourists. The number of tourist visits to Padang City in 2021 decreased by 83% when compared to 2019 which amounted to 88,351 for foreign tourists and 5,384,236 for domestic tourists. The decline in the number of tourist visits was due to the implementation of restrictions on social activities during the Covid-19 pandemic in Indonesia. Based on tourist visit data in 2019 when the situation is normal, this is an opportunity for tourism businesses in the city of Padang to develop new tourist destinations, including marine tourism.

Table 1. Number of Tourist Visits To The Padang City in Year 2017 – 2021.

Year	Tourists		Total	Growth
	Foreign	Domestic		
2017	67 286	4 368 375	4 435 661	
2018	71 054	5 076 581	5 147 635	+16%
2019	88 351	5 384 236	5 472 587	+7%
2020	21 660	2 562 966	2 584 626	-53%

2021	1 538	1 000 732	1 002 270	-62%
------	-------	-----------	-----------	------

Source: BPS, 2022

The Sungai Pisang area in Padang City is one of the coastal areas close to Teluk Bayur Harbor which has begun to be developed as a marine tourism area. This area has become a new marine tourism destination that is visited by tourists because it is also a crossing access door to get to the small islands around it. The Sungai Pisang marine tourism area can be a new choice for tourists because the location access is easier and close to the Mandeh tourist area (Rifai, 2021). Today's tourists prefer to travel full of activities, because activities can provide a unique experience (Damanik, 2013). For this reason, it is necessary to develop facilities for marine tourism attractions in this area so that tourist visits can increase. Making a theme/concept of a tour package is needed as a strategy to develop a destination (Aisyianita, 2020). Tourist destinations are determined by six elements, that is Attraction, Public and Private Amenities, Accessibility, Human Resources, Image and Character, and Price (World Tourism Organization, 2007). Based on the explanation above, the purpose of this paper is to create strategy for developing marine tourism in the Sungai Pisang area of Padang City, Indonesia.

II. Research Methodology

The method used in this study is a qualitative descriptive approach using SWOT analysis. In this study using primary and secondary data. Primary data were obtained from surveys, interviews with experts and Focus Group Discussions (FGD) with local community. While secondary data were obtained from the Ministry of Tourism and Creative Economy, the Statistic Bureau of Indonesia, the Padang City Government and other related agencies.

III. Result and Discussion

The Sungai Pisang area is located in Bungus Teluk Kabung District, Padang City. This area is a coastal area directly adjacent to the Indian Ocean and close to a group of small islands for tourism (Sirandah, Pasumpahan, Swarnadwipa, Pagang, Pamutusan). Communities around the Pisang river area mostly work as fishermen and farmers. From agricultural land and plantations produced by the community are rice, durian, vegetables, dogfruit, stink bean and other vegetables. Meanwhile, livestock products are goats/sheep, cattle/buffalo, ducks and chickens are managed traditionally. Natural resources, natural landscapes, and the living culture of the residents of Sungai Pisang Village, the majority of whom have a livelihood as farmers, ranchers and fishermen, are natural tourism potentials that are quite strong and very feasible to be developed.

The trend of today's tourists who tend to have a back to nature lifestyle needs to be considered as a potential market segment that can be attracted to the Sungai Pisang area by empowering the surrounding community. Tourists with these characteristics really like people's lives in rural areas but are not quite satisfied if they are only offered the beauty of the scenery (sightseeing). They prefer touring activities that have many activities that involve them. Therefore, it is necessary to package tourist attractions that are able to bridge the needs and desires of tourists. Development model for **edu-tourism**, **agro-tourism** and **sport-tourism** in marine is considered very suitable to be adapted and applied in this area.

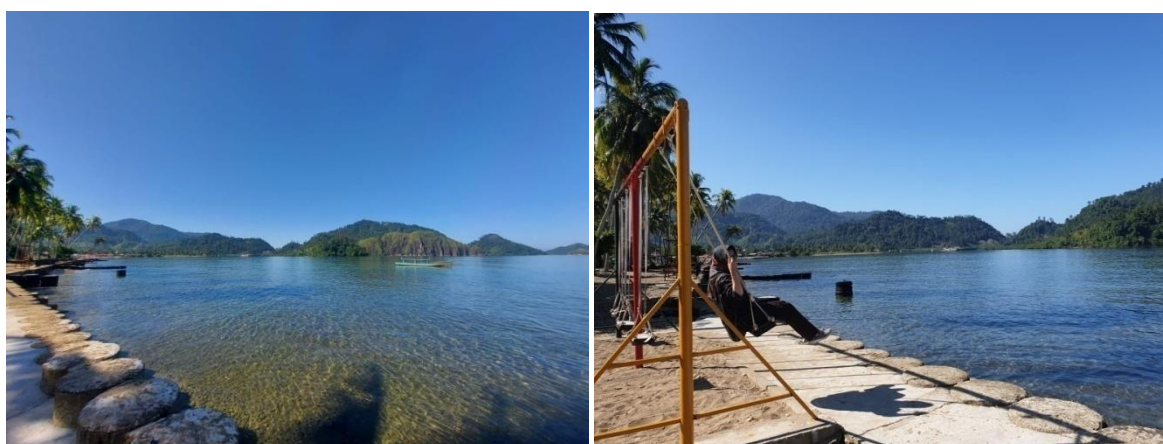


Figure 1. View of The Sungai Pisang Area in Padang City, Indonesia

SWOT analysis in tourism development needs to be carried out to make strategies and assess the readiness of an area/region in carrying out tourism activities. The purpose of a SWOT analysis of tourist sites is to see the strengths, opportunities, weaknesses and threats of tourist sites that will be developed and can be used

as a guide to minimize weaknesses and threats that may arise in the development of marine tourism in those places. Strength and weakness factors arise internally while opportunities and challenges arise externally. The strategy of developing tourist attractions in the Pisang River area as a marine tourism attraction can be analyzed using a SWOT analysis. The SWOT analysis will be described in Table 2 to develop a strategy for developing marine tourism attractions in the Sungai Pisang area.

Table 2 shows that for the development of attractions, the S-O strategy shows that 1) it is necessary to develop live in, trekking and sailing tour packages; 2) need to develop trekking and sailing routes; 3) development of agricultural and livestock edu-tourism by involving the surrounding community. The development of sport tourism by making routes of trekking, sailing and water sports (water bicycles, duck boats, banana boats and others) is suitable for the Sungai Pisang area because of the topography of the area which is on the edge of the beach and hills. Meanwhile, edu-tourism with the creation of a Mini Zoo and agro-tourism will add to the attractiveness of the Sungai Pisang area which has natural springs in the hills.



Figure 2. Sailing/Fishing for Sport Tourism in Sungai Pisang area



Source: amazon.com

Figure 3. Water Bicycle for Sport Tourism Model in Sungai Pisang area



Source: dreamstime.com

Figure 4. Duck Boat for Sport Tourism Model in Sungai Pisang area



Source: sstdi.org

Figure 5. Edu Marine Tourism Model for The Sungai Pisang Area



Source: www.sentul.city.com

Figure 6. Mini Zoo for Edu-Tourism Model for Sungai Pisang area



Source: WordPress.com

Figure 7. Mini Farm for Agro Tourism Model in Sungai Pisang area

The T-S strategy shows that 1) it is necessary to apply the principles of sustainable tourism in the practice of tourism development in Sungai Pisang; 2) it is necessary to arrange visitor management; and 3) it is necessary to diversify integrated tourism products. Sustainable tourism needs to be implemented in order to provide sustainable economic benefits for the community by creating integrated tourism products, thus making it easier for tourists to carry out tourism activities.

The W-O strategy shows that 1) it is necessary to develop standardized tour packages; 2) it is necessary to improve the quality of human resources through training and mentoring; and 3) invite investors with Crowdfunding scheme. In the development of marine tourism attractions of course require funds to make it happen. For this reason, the Operator/Manager of the Sungai Pisang area needs to find investors with a Crowdfunding scheme by providing attractive returns.

The W-T strategy shows that 1) it is necessary to develop an integrated tour package; 2) establish cooperation with Travel Agents; 3) establish promotional cooperation with hotels in the city of Padang; 4) utilize digital marketing; and 5) local government policies that are more supportive of the tourism sector. In order to increase the number of visitors to the Sungai Pisang area, it is necessary to cooperate with other parties

engaged in tourism, such as travel agents. To promote the Sungai Pisang area, it is necessary to collaborate with the hospitality sector in Padang City by placing promotional materials in the hotel lobby. In addition, the operator/manager of the Sungai Pisang area must also use of digital marketing media to promote their tourism products. The Regional Government is obliged to support the tourism sector by facilitating licensing arrangements and reducing or eliminating prostitution raids on tourism sites carried out by the Civil Service Police Unit. The raid activities caused a feeling of discomfort for tourists, even though these tourists needed a sense of security and comfort during their tourism activities.

Tabel 2. SWOT Analysis of Strategy for Developing Marine Tourism Attractions in Sungai Pisang area.

ATTRACTIIONS	Strengths	Weaknesses
	1. Has a diversity of natural tourist attractions. 2. Have a natural atmosphere of the Indian Ocean beach 3. Community with living culture as farmers and fisherman is the main attraction.	1. The level of visits by domestic and foreign tourist is still low. 2. The length of stay of tourist is still low 3. Tourist spending is still low 4. There are no competent human resources in the tourism sector 5. Limited source of funds
Opportunities	S – O	W – O
1. The trend of special interest tourism (edu-tourism which is increasing from year to year. 2. Close to a small group of islands for island tours	1. Development of tourist package for live in, trekking, camping and sailing 2. Development of trekking and sailing routes. 3. development of edu-tourism for agriculture and livestock by involving the surrounding community.	1. Develop standardized tour packages 2. Improve the quality of human resources through training and mentoring. 3. Invite investor with a Crowdfunding scheme
Threats	T – S	W – T
1. Saturation of attractions or lack of variety of developed tourist attractions and activities. 2. Tourist saturation. 3. Prostitution raids activities on tourism sites carried out by the Civil Service Police Unit	1. Apply the principles of sustainable tourism in the practice of tourism development in Sungai Pisang 2. Arrange visitor management. 3. Diversify integrated tourism products.	1. Develop an integrated marine tourism package in the Sungai Pisang area. 2. Establish cooperation with Travel Agents 3. Establish promotional cooperation with hotels in the city of Padang 4. Utilize digital marketing 5. Local government policies that are more supportive of the tourism sector

Source: Rifai, 2021 (modified)

IV. Conclusion and Recommendations

The Sungai Pisang area in the Padang City already has an attractive beach view with views of a group of islands. This area needs to develop marine tourism attractions that can increase the number of tourist visits. Several strategies for the development of marine tourism attractions in the Sungai Pisang area by developing models of sport tourism, edu-tourism and agro-tourism. The source of funds that can be used for this marine tourism attraction is using a Crowdfunding scheme with an attractive returns.

Local governments are expected to support the development of marine tourism in the Sungai Pisang area by making it easier to administer permits and maintain security at tourist sites. The local government is expected not to frequently conduct prostitution raids at tourist sites to provide a sense of comfort for tourists.

References

- [1]. Abdillah, D. 2016. Marine Tourism Development In Lampung Coastal Bay. *Jurnal Destinasi Kepariwisata Indonesia*, Vol 1 (1): 45 – 66.
- [2]. Aisyianita, R. A. 2020. Development Model of Eco-Agrotourism in Cisaat Village, Ciater District, Subang, West Java. *Bogor Hospitality Journal*, Vol 4 (2): 27 – 51.
- [3]. Damanik, J. 2013, *Pariwisata Indonesia : Antara Peluang dan Tantangan*, Yogyakarta : Pustaka Pelajar.
- [4]. Pendit, N. S. 1999. *Ilmu Pariwisata Sebuah Pengantar Perdana*. Jakarta. PT. Pradnya Paramita.
- [5]. Pratikto, et.al. 1996. *Perencanaan Fasilitas Pantai dan Laut*, BPFE, Yogyakarta.
- [6]. Rifai, N. 2021. Prospect of Marine Tourism Development in Sungai Pisang Area, Padang City, West Sumatera. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, Vol 26 (10), Series 2: 1 – 5.
- [7]. Statistic Bureau of Indonesia. 2022. *Statistic of Padang City in 2022*. Statistic Bureau of Indonesia.
- [8]. World Tourism Organization. 2007. *A Practical Guide to Tourism Destination Management*. Spain: World Tourism Organization.