

Factors Affect Development Of The Tourism Industry In Padang City

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Abstract: *Tourism is one of the economic sectors that can quickly bring in foreign exchange for the country if managed properly and in a sustainable manner. In 2021, the tourism sector has contributed 4.2% of GDP (BPS, 2021). One way to realize sustainable tourism can be done by developing a combination of tourism with sports and education. Optimal development and utilization of tourism is able to increase economic growth, considering this, good handling is needed in efforts to develop tourist destinations in Indonesia. The purpose of this paper is to determine the factors affect the development of the tourism industry in the Padang City. The method used in this study is a qualitative descriptive approach using primary and secondary data. The results show that many factors affect the development of the tourism industry in the city of Padang. The supporting factors consist of 1) Has many interesting natural scenery, 2) Good infrastructure facilities, 3) Delicious culinary. While the inhibiting factors consist of, 1) Permits that are still complicated for certain sectors of tourism industry, 2) Lack of public awareness to maintain cleanliness, order and security in public facilities, 3) Raids by Satpol PP elements that do not comply with applicable procedures and regulations, 4) Lack of greenery and parks, 5) Many people are not open-minded about the tourism industry, 6) Public transportation facilities that have not been integrated. For this reason, the City Government needs to overcome the factors that inhibit the development of the tourism industry by providing the best solutions and ease of doing business for tourism businesses and tourists to enjoy their holidays comfortably which will provide a multiplier effect to improve the welfare of the people of Padang City.*

Keywords: *marine-tourism, edu-tourism, agri-tourism, sport-tourism, tourism development.*

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I. Introduction

Tourism is one of the economic sectors that can quickly bring in foreign exchange for the country if managed properly and in a sustainable manner. In 2021, the tourism sector has contributed 4.2% of GDP (BPS, 2021). One way to realize sustainable tourism can be done by developing a combination of tourism with sports and education. Educational tourism (edu-tourism) is a tourist activity from tourists who take overnight vacations and who go on tourist trips, where education and learning are the main or secondary part of the trip (Pramono, et. al, 2021). Edutourism can be a solution in utilizing the local potential of tourism as a source of learning (Hayati, 2017). Sports tourism is a tourism activity that refers to the travel experience involved in sports activities (Stephen, 2011). Besides that, sports tourism is a tourism activity carried out by carrying out fun sports activities, without any elements of coercion and is generally carried out in tourist areas (Danasaputra, 2009). Optimal development and utilization of tourism is able to increase economic growth, considering this, good handling is needed in efforts to develop tourist destinations in Indonesia (Rohman and Azizah, 2019).

The city of Padang is one of the cities on the island of Sumatera, Indonesia which is one of the tourist destinations for Indonesian domestic tourists, especially from the city of Pekanbaru. The city of Padang which has an area of 694.96 km² is famous for its beach / marine tourism and culinary tourism which is supported by the topography of the area located in the lowlands in the form of beaches and also has hilly areas. The advantages of tourism in Padang are 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 see 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. When viewed from the tourist visit data in 2019 when the situation was normal, this

was an opportunity for tourism businesses in the city of Padang to develop new tourist destinations. If only rely on natural scenery tourism, it is possible that the destination will not increase in the number of visitors because tourists are easily bored and need a attraction that can attract attention and provide new experiences.

Based on West Sumatra BPS data (2023), the number of domestic tourist visits to the Padang City in 2022 based on paid destinations has increased by 81% compared to 2021. However, the percentage increasing in domestic tourist visits to the Padang City is still lower when compared to the Padang Pariaman (145%) and West Pasaman (1744%) which both have beach tourism areas. Moreover, the city of Padang has a new beach tourist destination on the Sungai Pisang which is visited by tourists because the location access is easier and close to the Mandeh tourist area (Rifai, 2021). Tourist destinations are determined by six elements, namely 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 determine the factors affect the development of the tourism industry in the Padang City.

Table 1. Number of Visits by Indonesian Tourists to Areas with Beaches in West Sumatra in 2021-2022.

City	Tourist (person)		Growth (%)
	2021*	2022*	
Padang	376 534	681 689	81
Pesisir Selatan	354 297	212 881	-40
Pariaman	252 317	209 003	-18
Padang Pariaman	100 144	245 002	145
Pasaman Barat	23 503	433 405	1744

*Based on paid destinations
Source: BPS of West Sumatera, 2023

II. Research Methodology

The method used in this study is a qualitative descriptive approach. 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 development of the tourism industry in a region is determined by various factors that will direct its development to a positive or negative side. The Padang City as the capital of West Sumatra province have benefits from the provision of infrastructure that supports the tourism industry, such as transportation, telecommunications, accommodation and other infrastructure. However, the growth in domestic tourist arrivals is still below that of several other cities in West Sumatra. This certainly affects the development of the tourism industry in the Padang City. There are several supporting and inhibiting factors for the development of the tourism industry in the city of Padang, including:

Supporting Factors consist of:

a. Has Many Interesting Natural Scenery

As an area traversed by the Barisan Mountains, the city of Padang has a topographical area in the lowlands in the form of beaches and also has hilly areas. Several beach areas are used as tourist destinations such as Padang beach, Air Manis beach, Teluk Bayur, Bungus Teluk Kabung, Pasir Jambak and other beach areas. In addition, the city of Padang also has natural tourist destinations in the form of waterfalls and natural scenery in hilly areas such as Lubuk Hitam, Sitingjau Laut, Indarung, Kampung Guo, Kuranji, Bukit Gado-Gado, Bung Hatta Great Forest Park and other hilly areas. These various beach and hill tourist destinations have become supporting factors for the development of the tourism industry in the Padang City.

b. Good infrastructure facilities

The Padang City is an area that has good infrastructure facilities because it is the provincial capital of West Sumatra which is the window or face of West Sumatra so that it becomes a supporting factor for the development of the tourism industry. The existing road infrastructure in the city of Padang is in good condition, making it easier for tourists to reach tourist destinations. Meanwhile, quite a lot of accommodation facilities are available in the city of Padang, ranging from jasmine classes to star hotels. Likewise, telecommunications infrastructure facilities are also quite good, making it easier for tourists to communicate through the digital world.

c. Delicious culinary

Padang cuisine or food is well known for its delicacy in the domestic and even in the world, especially Rendang which has been named the world's most delicious food. Various types of special dishes that are delicious and rich with spices are easy to find in the city of Padang, such as Fish Curry, Grilled Fish, Rendang, Dendeng, Soto, Sate Padang and other dishes. In the city of Padang, there are also many snacks that can be used as light meals for tourists, such as balado chips, sanjai crackers, bika and other snacks.

Inhibiting Factors

a. Licensing is still complicated for certain sectors of the tourism industry

Currently, it is easier to arrange business permits in the tourism sector through the online system. Even though it has gone through the online system, for certain sectors of the tourism industry it is quite complicated to arrange permits. Business actors are still bothered to arrange supporting administrative documents with various related agencies, even by unscrupulous official employees who deliberately make it difficult. So that the business actors are forced to pay more to expedite the processing of these administrative documents. This is the inhibiting factor for the development of the tourism industry in the city of Padang.

b. Lack of public awareness to maintain cleanliness, order and security in public facilities

The lack of public awareness to maintain cleanliness, order and security in public facilities has also been an obstacle to the development of the tourism industry. Many people of Padang City use public facilities as a place of business, where this disturbs the comfort of tourists to travel. Many sidewalks or pedestrian sections are used by the community as a place to sell, thus disrupting pedestrian access.

c. Raids by Satpol PP personnel who do not comply with applicable procedures and regulations

Several business actors also complained about raids by Satpol PP personnel who did not comply with applicable procedures and regulations (Regulation of Padang City No. 23, 2019), even though their businesses already had complete licensing documents. This raid activity certainly disturbs the comfort of tourists at their place of business. The unsavory behavior of Satpol PP personnel is certainly an inhibiting factor for the development of the tourism industry.

d. Lack of greenery and parks

The city of Padang is a seaside city that has a hot enough temperature in the range of 23⁰C to 31⁰C. The lack of greenery and flower gardens along the roads also makes the air of the city of Padang is hot so that many people reduce their activities during the day. Even though the tourism industry needs the community and tourists to be active throughout the day so that the wheels of the tourism economy can turn. For this reason, it is necessary for the Padang city government to re-promote greening along roads so that the city's temperature becomes cooler which has an impact on increasing community activities outside the room for tourism.

e. Many people are not yet open-minded about the tourism industry

In addition, the lack of openness in the minds of some people towards tourist arrivals and tourism accommodation facilities has also been a inhibiting factor for the tourism industry. Especially people still have a negative perception of budget hotels (Yandra, 2015). Some people have a negative opinion of the existence of tourism accommodation (hotels/inns) which are considered immoral locations. For this reason, the city government needs to provide socialization and tourism education to the community.

f. Public transportation facilities that have not been integrated.

When compared to other cities, the public transportation system in Padang City has not been integrated, making it difficult for tourists to reach tourist destinations. This is one of the obstacles to the development of the tourism industry in the city of Padang. If the government is able to provide integrated and low-cost public transportation, this will certainly make it easier for tourists to reach tourist destinations. Thus it will increase the economic activity of the community around tourist destinations so that it will improve the welfare of the people.

Based on the supporting and inhibiting factors described above, in order to develop the tourism industry by increasing tourist visits, the Government of Padang City needs to properly manage the existing supporting factors and overcome/improve the inhibiting factors. Thus, business actors can run their business

comfortably and tourists enjoy their holidays comfortably which will provide a multiplier effect to increase the welfare of the people of Padang City.

IV. Conclusion and Recommendations

One of the economic sectors that can quickly bring in foreign exchange for the country if managed properly and in a sustainable manner is the tourism sector. One way to realize sustainable tourism can be done by developing a combination of tourism with sports and education. The development of the tourism industry in a region is determined by various factors that will direct its development to a positive or negative side. Many factors affect the development of the tourism industry in the city of Padang. The supporting factors consist of 1) Has many interesting natural scenery, 2) Good infrastructure facilities, 3) Delicious culinary. While the inhibiting factors consist of, 1) Permits that are still complicated for certain sectors of tourism industry, 2) Lack of public awareness to maintain cleanliness, order and security in public facilities, 3) Raids by Satpol PP elements that do not comply with applicable procedures and regulations, 4) Lack of greenery and parks, 5) Many people are not open-minded about the tourism industry, 6) Public transportation facilities that have not been integrated. For this reason, the City Government needs to overcome the factors that inhibit the development of the tourism industry by providing the best solutions and ease of doing business for tourism businesses and tourists to enjoy their holidays comfortably which will provide a multiplier effect to improve the welfare of the people of Padang City.

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