

Prospect of Marine Tourism Development in Sungai Pisang Area, Padang City, West Sumatera

Nila Rifai

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

ABSTRACT: The Padang City is famous for its beach/marine tourism and culinary tourism. Even Padang culinary is already famous in domestic and even abroad. The advantage of tourism in Padang City is on its natural tourism potential, such as beaches, plantations, agricultural and forest land. Based on BPS (Statistic Bureau of Indonesia) data in 2018, foreign and domestic tourist visits to Padang amounted to 61,131 person and 1,877,312 person. This is an opportunity for tourism businesses in the Padang City to develop new natural tourist destinations. The purpose of this study was to determine the potential for developing marine tourism in the Sungai Pisang area of Padang City, West Sumatera. The method used in this study is a qualitative descriptive approach using SWOT analysis. The results show that tourism development in the Sungai Pisang area has been well managed with the support of camping ground, huts and motor boats to go around the nearest island. Although there are shortcomings in certain parts, the tourist sites here are worthy of being a tourist destination because of their easily accessible location and close to the Mandeh tourism area and a group of small islands for tourism. However, it is necessary to improve facilities and infrastructure so that tourists feel comfortable.

KEY WORDS: marine tourism, education tourism, eco tourism, Sungai Pisang village.

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I. INTRODUCTION

The Padang City in West Sumatera Province of Indonesia is one of the tourist destinations for domestic tourists, especially from the Pekanbaru City. The Padang City is famous for its beach / marine tourism and culinary tourism. Even Padang culinary is already famous in the domestic and even abroad. In addition to its culinary delights, the city of Padang is supported by the topography of the area located in the lowlands in the form of beaches and also has hilly areas. The advantage of tourism in Padang is on its natural tourism potential, such as beaches, plantations and agricultural and forest land. The trend of Back to Nature and adventurous tourism has become an opportunity for Padang city tourism actors to develop natural and marine tourism. 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 2018, foreign and domestic tourist visits to Padang amounted to 61,131 people and 1,877,312 people. This is an opportunity for tourism businesses in the Padang City to develop new natural tourist destinations.

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. Although the potential is quite diverse, this area still does not have a theme/concept of tour packages so that the level of tourist visits is still low. Tourists are not only satisfied with just looking at the scenery while traveling. Today's tourists prefer to travel full of activities, because activities can provide a unique experience (Damanik, 2013). Therefore, 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 find out the potential for developing marine tourism in the Sungai Pisang area of Padang City, Indonesia.

II. RESEARCH METHODOLOGY

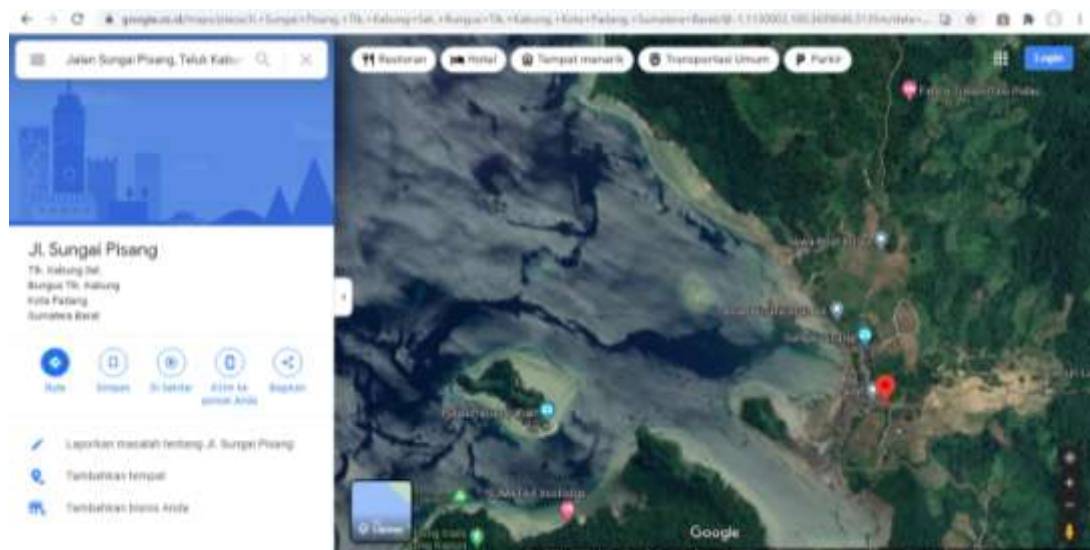
The method used in this study is a qualitative descriptive approach using SWOT analysis. In this study using primary and secondary data. Primary data were obtained from surveys, interviews with experts and Focus Group Discussions (FGD). While secondary data were obtained from the Ministry of Tourism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

III. RESULT AND DISCUSSION

3.1. Location Overview

In the Sungai Pisang area of Padang City, there are still many agricultural/plantation lands, livestock and fishing villages. The location of this resort is directly adjacent to the Indian Ocean and close to a group of small islands for tourism (Sirandah, Pasumpahan, Swarnadwipa, Pagang, Pamutusan) as shown in Figure 1. People around the Sungai Pisang 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. The marine edu-tourism development model is considered very suitable to be adapted and applied in this area.



Source: Google Maps, 2021

Figure 1. The location Map of the Sungai Pisang marine tourism area, Padang City, Indonesia

3.2. SWOT Analysis for Attractions , Amenities, and Accesibilities

A SWOT analysis in tourism development needs to be carried out with a view to assessing the readiness of an area/region to carry 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 potential of the Sungai Pisang area as a marine tourism attraction can be analyzed using a SWOT analysis as a strategy for the development of marine tourism in the area. The SWOT analysis will be described in Table 1 (attractions), Table 2 (Amenities), and Table 3 (accessibility) to support the development of marine tourism in the Sungai Pisang area.

Table 1 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 edu-tourism for agriculture and livestock by involving the surrounding community. 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) need to arrange visitor management; and 3) it is necessary to diversify integrated tourism products. The W-O strategy shows that 1) it is necessary to develop standardized tour packages; and 2) it is necessary to improve the quality of human resources through training and mentoring. The W-T strategy shows that it is necessary to develop an integrated marine tourism package in the Sungai Pisang area.



Figure 2. Sailing/Fishing attraction in Sungai Pisang area

Table 2 shows that for the development of amenities, the S-O strategy shows that 1) it is necessary to develop tourism villages based on information technology; and 2) Provision of electricity network and adequate lighting at night to accommodate the needs of tourists when camping and sailing at night. The T-S strategy shows that it is necessary to provide wifi in certain spots that become instagramable spots. The W-O strategy shows that 1) it is necessary to develop a cellular telephone network; 2) it is necessary to develop financial and banking facilities; 3) it is necessary to map the potential of sailing routes, and to open interpretation lines; 4) need to provide camping ground equipment; 5) it is necessary to provide an information center and tourism services; and 6) need to find investors and business partners. The W-T strategy shows that it is necessary to increase the quality and quantity of amenities.



Figure 3. Camping Ground and huts in Sungai Pisang area

Table 3 shows that for the development of accessibility, the S-O strategy shows that 1) it is necessary to improve the quality of roads; and 2) need to cooperate with online transportation. The T-S strategy shows that 1) it is necessary to provide shuttle/tourist transportation to the tourist destinations; 2) need to make standardized parking rates, guide fees and entry fees; and 3) need to create a tariff information board. The W-O strategy shows that 1) it is necessary to provide tourist public transportation from city center to Sungai Pisang area; 2) need to provide tourist public transportation/shuttle; 3) it is necessary to develop a public transportation operational schedule according to the needs of tourists; 4) it is necessary to cooperate with local officials to take action against the perpetrators of illegal levies; and 5) it is necessary to involve local residents for the development of tourist sites. The W-T strategy shows that 1) it is necessary to improve the quality and quantity of public transportation to and from tourist sites; and 2) need to provide training for local residents regarding services for tourists.



Figure 4. Road access conditions to Sungai Pisang area

Table 1. SWOT Analysis of Development of Marine Tourism Attractions in Sungai Pisang area.

	Strengths	Weaknesses
ATTRACTIONS	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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
Opportunities	S - O	W - O
<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1. Develop standardized tour packages 2. Improve the quality of human resources through training and mentoring.
Threats	T - S	W - T
<ol style="list-style-type: none"> 1. Saturation of attractions or lack of variety of developed tourist attractions and activities. 2. Tourist saturation. 	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1. Develop an integrated marine tourism package in the Sungai Pisang area.

Table 2. SWOT Analysis of Development of Marine Tourism Amenities in Sungai Pisang area.

	Strengths	Weaknesses
AMENITIES	<ol style="list-style-type: none"> 1. Already equipped with basic facilities (toilet and changing room) 2. Availability of Food and beverage stalls 3. Availability of Parking lot 4. Availability of boat for sailing 5. Availability of facilities and infrastructure for camping activities. 	<ol style="list-style-type: none"> 1. Cellular operator signal in the island area is limited. 2. Support for public facilities is still limited (there is no ATM). 3. There is no tourist information & services center yet. 4. Route directions are not informative and still simple 5. Limited sources of funds
Opportunities	S - O	W - O
<ol style="list-style-type: none"> 1. Openness and readiness of the community towards tourist. 2. Openness and readiness of the community to develop tourism supporting facilities and infrastrucute. 3. There has been a request for a live in tour package from tourist. 	<ol style="list-style-type: none"> 1. develop tourism villages based on information technology 2. Provision of electricity network and adequate lighting at night to accommodate the needs of tourists when camping and sailing at night. 	<ol style="list-style-type: none"> 1. Develop a cellular telephone network 2. Develop financial and banking facilities 3. To map the potential of sailing routes, and to open interpretation lines 4. Provide camping ground equipment 5. Provide an information center and tourism services 6. Find investors and business partners
Threats	T - S	W - T
<ol style="list-style-type: none"> 1. The low level of tourist satisfaction due to limited quantity and quality of amenities. 	<ol style="list-style-type: none"> 1. provide wifi in certain spots that become instagramable spots. 	<ol style="list-style-type: none"> 1. <u>increase</u> the quality and quantity of amenities.

Table 3. SWOT Analysis of Development of Marine Tourism Accesibilities in Sungai Pisang area.

AKSESIBILITAS	Kekuatan (Strengths)	Kelemahan (Weaknesses)
		<ol style="list-style-type: none"> Not too far from Teluk Bayur Harbour The condition of the road to tourist destination is quite good.
Peluang (Opportunities)	S - O	W - O
<ol style="list-style-type: none"> The inclusion of online transportation makes it easier for tourist to move. Provincial road to Mandeh tourism area. 	<ol style="list-style-type: none"> improve the quality of roads. cooperate with online transportation. 	<ol style="list-style-type: none"> provide tourist public transportation from city center to Sungai Pisang area. Provide tourist public transportation/shuttle. Develop a public transportation operational schedule according to the needs of tourists . Cooperate with local officials to take action against the perpetrators of illegal levies. Involve local residents for the development of tourist sites.
Ancaman (Threats)	T - S	W - T
<ol style="list-style-type: none"> The low quality and quantity of public transportation can reduce tourist satisfaction. Information on parking rate does not exist and has not been standardized. The are few trekking route guides. 	<ol style="list-style-type: none"> provide shuttle/tourist transportation to the tourist destinations. Make standardized parking rates, guide fees and entry fees. Create a tariff information board. 	<ol style="list-style-type: none"> Improve the quality and quantity of public transportation to and from tourist sites. Provide training for local residents regarding services for tourists.

IV. CONCLUSION AND RECOMMENDATIONS

Tourism development in the Sungai Pisang area has been well managed with the support of camping ground, huts and motor boats to go around the nearest island. Although there are shortcomings in certain parts, the tourist sites here are worthy of being a tourist destination because of their easily accessible location and close to the Mandeh tourism area and a group of small islands for tourism.

However, it is necessary to improve facilities and infrastructure so that tourists feel comfortable. Besides, it is also necessary to develop nature tourism that is integrated with educational tourism and cultural tourism in accordance with local wisdom. Stakeholders also need to create an integrated fee tariff (all-in) so that tourists do not feel extorted.

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