

## TOURISM DEVELOPMENT STRATEGY IN PADANG CITY

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**Abstract.** *A tourism development strategy needs to be carried out in accordance with two components, namely the condition of the charm of the tourist attraction and its management. This study aims to obtain data or information and analyze in-depth the strategy for developing coastal tourism objects in the city of Padang. This type of research is descriptive qualitative. The data used are primary data and secondary data. The informants in this study were determined using purposive sampling. The informants in this study are people who live around the location of tourist objects and visitors of tourist objects and the key informants in this study are the managers of tourist objects, the data analysis technique uses data reduction and data display and data validity techniques using an extension of participation, the persistence of observation, triangulation, and inspection. peers through discussion. The results show that (1) The condition of the charm of the beach tourism object is good, seen from the very beautiful natural conditions, but there are several problems that can damage the beauty of nature, one example is the problem of waste that has not been resolved at several locations. (2) The management of beach tourism objects is classified as moderate because there is already a management body formed to maximize management, but there are some irresponsible community elements who even disrupt management activities. (3) The right strategy in developing beach tourism objects in the city of Padang is to establish cooperation between the government, managers, and local communities so that the development of tourist objects can be carried out optimally.*

**Keywords:** *Tourism development strategy, Padang city*

### 1. INTRODUCTION

Tourism, which is believed by many as a source of economic driving, job creation, poverty reduction, and media in creating social harmony have become development priorities in many countries. To realize this belief, tourism must be built and developed in a planned, integrated and integrated and sustainable manner. A tourism activity is a trip carried out by a person for a while, which is organized from one place to another leaving its original place with a plan and with the intention not to try or earn a living at the place visited, but solely to enjoy sightseeing and recreation activities or to fulfill various desires (Marpaung and Bahar, 2000).

Tourism activities can open horizons and thinking of people who enjoy them. With tourism, people can get something good, new and that has never been obtained from their environment. Tour trips are carried out with the aim of getting pleasure, satisfaction, knowing something, improving health and exercise. The development of the tourism industry to increase foreign exchange earnings is also carried out by the Indonesian government, this is in accordance with Presidential Instruction No. 9-1969 CHAPTER II Article 2 Point A which states that the goal of tourism development is to increase foreign exchange earnings, particularly local community income, expand employment opportunities and opportunities and encourage other side industries.

The development of the tourism industry is not an easy thing because tourism is a product that faces sharp competition in the international scope, as well as the competition that occurs between one tourist destination (DTW) and another tourist destination within its own country. Therefore, in dealing with tourism problems, tourism organizations should handle it purely as is the case with other business worlds so that tourism activities can generate foreign exchange for both the region concerned and the country.

There are several factors that determine whether an area is good or not developed as a tourism area, namely the freedom of movement in the sense of traveling, the completeness of transportation and communication facilities, the availability of accommodation and catering facilities, the attractiveness of tourist destinations (DTW), the existence of funds for those who traveling, guaranteed security in tourist destinations, the existence of greater convenience factors in visiting tourist destinations and the occurrence of adequate elements in services including materials and information facilities (Bakaruddin, 1990).

Geographically, West Sumatra has the potential to be used and developed into an area of natural and cultural tourism objects, this of course is supported by its varied nature and is traversed by the mountain range and the watermelon fault line. Another beauty that can be found is the existence of valleys, high mountains, natural waterfalls, lakes, natural caves and other natural phenomena that are scattered in various regions in West Sumatra. In addition to its natural beauty, the uniqueness of Minangkabau culture is also not inferior to cultures in other areas, the matrilineal kinship system is one of the interesting peculiarities to explore.

One of the tourist objects in West Sumatra is Beach, like the Air Manis Beach tourist attraction in Air Manis Village, South Padang District Padang. Air Manis Beach is a tourist attraction that has been developed for a long time to become a DTW in West Sumatra, Air Manis beach is one of the beaches in the city of Padang which is interesting to visit, this beach has the charm of a beautiful beach with breezy waves. If the sea water is receding, tourists can walk along the fairly wide shoreline while enjoying the sweeping views of the sea and visit an island called Banana Island which is not far from the location of Air Manis Beach. Air Manis Beach has whitish brown sand that extends wide and gently along the shoreline making it suitable for picnics and camping spots. On Air Manis Beach, there is also an inscription of the rebellious child Malin Kundang which has historical and cultural values, when the waves crash against the rock there is a sound of water splashing like the sound of wailing and crying, tourists can also see directly the legendary rock.

Unfortunately, a tourist attraction that has been popular in recent years has experienced serious problems. Based on preliminary observations, the authors see the lack of visitors traveling at Air Manis Beach on holidays and the lack of maintenance and development of existing potential. This can be seen from the deterioration and poor maintenance of the Malin Kundang stone as the main attraction of a tourist attraction and the availability of supporting facilities for the tourist attraction of Air Manis Beach in Air Manis Village, Padang Selatan District. It is therefore necessary There is a solution and the right treatment to develop the existing potential.

## **2. LITERATURE REVIEW**

### **2.1 Tourist Object Development**

According to Muljadi (2012: 72-78) in an effort to achieve the goals of tourism development in Indonesia and based on the Plan for Repelita VII Tourism, a strategy is needed through policies and steps that must be implemented continuously. This policy is stipulated as a guideline in the administration of tourism. These policies include:

- a. Making tourism the main foreign exchange earner
- b. Making national tourism as a driver of development
- c. Increasing the resilience of national tourism
- d. Increasing human resources in the tourism sector
- e. Increasing community, private and mass media partnerships
- f. Increasing cross-sectoral cooperation

The development of a tourist object into a reliable tourist destination is determined by the various tourist products that the area must have, these factors, namely the existence of objects that are witnessed and have special attractions and are different from other areas, there are tourist attractions that are presented to tourists, there are special souvenirs from the tourist attraction area that will be purchased and brought home, and are supported by adequate facilities and infrastructure such as restaurants, lodging, transportation, communication and others (Khodyat, 2006: 59).

According to Oka A. Yoeti (2006), an area to be a good tourist destination (DTW) must develop three things so that the area is interesting to visit, namely:

There is something that can be seen (something to see), which means that there is something interesting to see, in this case a tourist attraction that is different from other places (has its own uniqueness). Besides that, it is also necessary to pay attention to tourist attractions that can be used as entertainment when people visit later. There is something that can be bought (something to buy), which is something interesting that is unique to buy, in this case it is used as a souvenir to take home to their respective places so that in that area there must be facilities to be able to shop that provide souvenirs and other handicrafts must also be supported by other facilities such as money changers and banks.

There is something that can be done (something to do), which is an activity that can be done in that place that can make people who visit feel at home in that place.

The development of a tourist attraction is determined by the ability of the relevant regional tourism managers. In other words, the success or failure of an area to be developed into a tourist destination is determined by the management and community attitudes (Oka A. Yoeti, 2006: 123). The director general of tourism has also emphasized that the successful development of tourist objects in a region must also be supported by good cooperation between tourism elements, namely the government, private sector, management and community participation in tourist destinations.

It is necessary to have good integration and cooperation between tourism elements in the effort to develop tourist objects. In this case the role of managers and the community is very important. The definition of society includes three components, namely:

1. Government component, namely the existence of an effort to be able to increase sources of funds and create the widest possible job opportunities for all citizens.
2. The organizing component, namely by trying to run smoothly and to get the maximum possible benefit from tourism activities.
3. Community components as territorial owners and supporters as well as local cultural actors try to make efforts to preserve the area and life in their cultural nature so that they are not contaminated (Nyoman S. Pendit, 2002).

From the above opinion, it can be concluded that development is an effort to expand or realize potentials, to bring a situation in stages to a state that is more complete, greater or better, advancing something from the earlier to the later and from the simple to the more complex.

### **3. RESEARCH METHODS/METHODOLOGY**

This research was descriptive research. This is in accordance with the purpose of this research where it was carried out to analyze in-depth the strategy of the Padang city government in developing coastal tourism. This research was located at Air Manis Padang Beach which is one of the famous beaches in Padang City because of the Malin Kundang rock and also a large beach with several beach games offered so that this beach has its own attraction for tourists. The data were collected using observation and in-depth interviews with 10 Padang city tourism officials, 5 Air Manis beach administrators and 35 Air Manis beach visitors.

#### **4. RESULTS AND DISCUSSION**

##### **4.1 *Alternative Strategy for Tourism Development in Padang Beach***

The development of Tourism Objects is basically making Beach Tourism Objects a leading tourist attraction in Padang City and as one of the mainstays of increasing PAD in the tourism sector because the level of visits continues to increase every year. From the SWOT analysis, there are four alternative strategies in developing Tourism Objects in Padang city:

1. SO (Strength and Opportunities) strategy, namely a strategy that optimizes the strength (strength) to take advantage of opportunities, such as:

- The potential uniqueness of the Tourism Object in the city of Padang as a superior commodity that can be relied on in facing the AEC and a unique selling point for online promotion, aggressively with the advancement of ICT during the triumphant momentum of the peace dove and the Malin Kundang stone as an icon Beach tourism.
- Adequate road access can be a stimulus for investors to invest in other tourism businesses in the location of beach tourism objects.
- Adequate road infrastructure accompanied by the availability of lodging facilities can invite more visitors and even tourists, thus opening up opportunities for the community to participate in efforts to provide the need for goods and services for visitors/tourists.

2. The WO (Weaknesses and Opportunities) strategy, namely strategies that minimize weaknesses to take advantage of opportunities, are:

- The government provides landfills, clean water infrastructure, facilities, adequate food stalls and stimulates the private sector and the public to open businesses there, in collaboration with academics to provide capable human resources in the tourism sector.
- Taking advantage of the advancement of ICT, promotion can be done worldwide, not only at the local, national, and international scale.
- The choice of Padang beach as one of the IORA icons has become a gateway of opportunity for the government to introduce potential coastal tourism objects, as well as making it one of the mainstay commodities in facing the AEC.

3. ST (Strength and Threats) strategy, which is a strategy that uses strength to overcome threats, is:

- The beauty and uniqueness of the Beach Tourism Object and the availability of adequate road access and supporting accommodation facilities make it able to compete with other new tourist objects. Potential and uniqueness of beach tourism objects. will become a tourist magnet capable of attracting more visitors and more incoming rupiah, if supported by the focus of the Regional Government in terms of fund allocation and socializing to the public to take part in preserving the tourism object.
- The WT (Weaknesses and Threats) strategy, which is a strategy that minimizes weaknesses and avoids threats, is:
- The government disseminates to the public about the importance of tourism and policies to preserve tourism objects.
- Improvements in facilities and infrastructure that intensively make the Beach Tourism Object ready to compete with other new tourist objects.
- Adequate focus and allocation of local government funds on the sustainability of coastal tourism development.

##### **4.2 *Efforts to Increase Visits of Coastal Tourism Objects.***

Based on the Grand Strategy Matrix, it is found that the right strategy is applied in the development of coastal tourism objects. Aggressive Strategy (Growth-Oriented Strategy) is considered appropriate for new tourist attractions such as beaches. Oriented to development aspects according to Yoeti (2008: 48-49) and Muljadi (2014: 79-80) and the results of the Grand Strategy Matrix which support aggressive strategies, a SWOT analysis is carried out to find out what aggressive strategies are appropriate to implement. In developing Coastal Tourism Objects.

1. With the potential and uniqueness of the Beach Tourism Object, it is hoped that it can become an opportunity for the community to participate in the business of providing the need for goods and services for visitors and tourists when they come to visit.
2. The availability of adequate road infrastructure is expected to be a stimulus for investors to open a tourist transportation mode business that can be used by visitors and tourists when visiting beach tourism objects.
3. Objects of beach tourism have a natural coastal tourist attraction with a panoramic view of the beach that is still beautiful, stone mounds that resemble people prostrate, unique, and interesting beauty. With this potential, it is hoped that the government will play a role in managing and disseminating it to the surrounding community so that people have an understanding of tourism and have an awareness of protecting and preserving the environment around tourist objects so that the potential and uniqueness of the beach.
4. The beach tourism object itself already has facilities that support these attractions including toilet facilities, clean water facilities, lodging, and food stalls. The facilities that are already available, some of them are not yet feasible due to inadequate conditions. Therefore it is necessary to improve the facilities and infrastructure intensively as well as the addition of several facilities such as garbage dumps and playgrounds in order to make Beach Attractions as tourist objects that are ready to compete with new tourist objects.
5. The potential for beauty and uniqueness of Coastal Tourism Objects can be used as a superior commodity that can be relied on in facing the AEC as well as a unique selling point to be promoted online by utilizing the advancement of ICT so that it is not only on a local, national and regional scale but is global (worldwide). In introducing the potential beauty and uniqueness of beach tourism objects to the world.
6. Based on the results of research that has been carried out by the tourism sector in the city of Padang, there are several weaknesses, including the lack of quantity and quality of human resources with specialization in tourism both in the scope of the tourism office and the tourism object environment. In managing the tourism potential, competent human resources are needed in the tourism sector. Therefore it is necessary to increase the quantity and quality of human resources through collaboration with academics to provide competent human resources. Competent human resources in the tourism sector are very beneficial for improving the performance of the Tourism Office, namely assisting in the implementation of tourism development programs that have been prepared. In addition to increasing human resources in the department, increasing human resources at tourist objects is also very necessary to help improve the quality of service for visitors.
7. In developing coastal tourism objects. It requires a government mindset that is more focused on tourism, such as cooperation with related agencies and supported by the adequate allocation of local government funds for the sustainability of the development of coastal tourism objects.

## CONCLUSION

Based on research on beach tourism objects in the city of Padang, the driving factors are divided into two, namely strengths and opportunities and inhibiting factors consisting of weaknesses and threats. The driving factor that has a very high category is sand dunes that resemble deserts with a mean of 4.90 and the need for business development by the surrounding community with a mean of 4.67. Meanwhile, the inhibiting factors which have a very high category are the unavailability of landfills with a mean of 1.20 and the emergence of other tourist attractions with a mean of 1.40. The formulation of a strategy for developing coastal tourism objects in the city of Padang is based on various aspects of development such as tourists, transportation facilities, tourist attractions, supporting facilities and infrastructure in the tourism object environment, the use of telecommunications as a promotional media, and supported by funds and Qualified human resources; is a development strategy carried out as an effort to increase visits to beach tourism objects every year.

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