

## STUDY OF COASTAL TOURISM DEVELOPMENT IN THE EAST COAST OF NORTH SUMATRA PROVINCE

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**Abstract:** This study aims to describe and analyze the needs of tourists both the development of infrastructure, the development of the carrying capacity of hospitality, as well as the carrying capacity of the community and local government, The research method used in this study uses the mix method using scoring analysis. The results of the scoring analysis found that the problems of coastal tourism in the East Coast Region on average were almost the same, namely infrastructure development, hospitality carrying capacity, and local government carrying capacity. So it needs some recommendation proposals. Such as recommendations for the development of infrastructure carrying capacity, namely accelerating improvements and fulfillment of tourism supporting facilities to provide comfort to tourists while traveling, recommendations for the development of hospitality carrying capacity are action plans for assistance in the implementation of the *sapta pesona* program to the community. Management / institutional strengthening from the community, government and private sector that is effective to manage tourism (*Pokdarwis*). And recommendations for developing the carrying capacity of the role of local governments preparing regulations to support east coast tourism activities in North Sumatra Province.

**Keywords:** Tourist Attractions, Beach, East Coast, North Sumatra.

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### A. Introduction

The East Coast of North Sumatra which has a beach length of 545 km is directly opposite the Strait of Malacca which crosses several regencies that have beach tourism, namely Coal Regency, Serdang Bedagai Regency, Langkat Regency, and Deli Serdang Regency. This district is a district that has a fairly long coastline with good beach tourism potential. This can be seen from the uniqueness and attractiveness of its natural potential as a beach tourism in North Sumatra.

**Table 1 Tourism Potential of East Coast of North Sumatra**

| Potential  | Description   |
|------------|---|
| Ecology    | It has quartz sand, <i>feldspar</i> and the remains of shell fragments, so it can become a marine tourist attraction  |
| Economics  | Pelagic fish resources reach 126,500 tons / year, and demersal fish 110,000 tons / year, so it is not uncommon for coastal tourism on the East Coast of North Sumatra to develop into culinary tourism on the beach |
| Geographic | The distance of beach tourism is not too far from Medan City  |
| Topography | Beach tourism in the eastern coastal area of North Sumatra Province is generally gentle with shallow seas.  |

**Source:** Various sources, analyzed 2023

## **B. Literature Review**

The definition of tourism according to Freuler in Yoeti (1985), is as a phenomenon at this time based on the need for health and air change. As well as generating conscious judgments and fostering (love) for natural beauty and increasing the association of various nations and classes of society. And it is the result of the development of commerce, industry, trade and the improvement of means of transportation. Meanwhile, according to Wahab in Yoeti (1985) the definition of tourism is as follows:

*” A proposeful human activity that serves as a link between people either within one same country or beyond the geographical limits or states. It involves the temporary displacement of people to another region, country or continent for satisfaction of varied needs other than exercising a remunerated function. For the concerned tourism is an industry who „product“ are consumed on the spot forming “invisible-export”. The benefit accruing there from can be witnessed in the economic, cultural and social life of its community.”*

There are several indicators in developing sustainable tourism, including:

1. Improving community welfare
2. Local community satisfaction
3. Ease of access to tourist attractions
4. Controlled negative impacts
5. Preservation of cultural and natural libraries
6. There is community participation
7. Traveller satisfaction
8. Public health and safety
9. It has economic benefits for local communities, entrepreneurs, and governments.
10. Creating jobs

The stimulation of the development of economic development will show the amount of financial use used to improve facilities and economic infrastructure to expedite the growth process national economy (Basmar, et al., 2021). Sustainable Development is seen as a means to improve decision making so as to provide more assessment comprehensive to many multidimensional problems encountered community (Kurniullah, et al., 2021). In essence, development is carried out by the community together with the government, especially in providing guidance, direction, coaching assistance and supervision to improve capabilities society in an effort to raise the standard of living and his well-being (Hasanah, Faried, & Sembiring, 2022).

Tourism is an industry whose survival is largely determined by the good and bad of the environment. Tourism is very sensitive to environmental damage, without good environmental support the development of the tourism industry will run slowly and difficult, because in the tourism industry that environment is actually sold. In tourism development, or environmental management to preserve the ability of the environment to support sustainable development is not an abstract thing, but a real and absolute thing because it often has short-term effects. The collaboration above will play a role in realizing these factors drivers that can move the creative economy towards development creative economy to achieve the goals of national creative industries that want to reached (Sartika, et al., 2022). Vital elements and as a driving force in the

development of tourism in an area (Damanik, et al., 2022). Seeing the various obstacles that hinder the development of the creative economy, the central and regional governments should synergize to do breakthrough as a solution for creative economy actors (Faried, et al., 2021). Digital technology used as a tool to empower communities, expand people's access to markets, reduce economic inequality, and promote more inclusive engagement of economic activities (Banjarnahor, et al., 2023). Using new technology, improving skills and knowledge and investing in a country are all factors contributing to economic development (Faried, et al., 2023).

The development of tourism areas must be based on sustainability criteria which means that development can be ecologically supported in the long term as well as economically feasible, ethically and socially fair to the community. That is, sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision of development, utilization and maintenance of resources in a sustainable manner.

### **C. Method**

This type of research is qualitative with 2 methods (*mix method*), namely qualitative and quantitative. Qualitative methods are used to obtain qualitative data and quantitative methods are used to obtain numerical data. These two methods are used to complement each other with 4 (four) research loci, namely Coal Regency, Serdang Bedagai Regency, Langkat Regency, and Deli Serdang Regency, with 4 variables studied, namely the potential for tourist attraction, infrastructure development, hospitality carrying capacity development, and community and local government carrying capacity development

### **D. Result and Discussion**

From the results of the scoring method, it can be known which variables are the most priority in handling the development of beach tourism On the East Coast of North Sumatra, the lower the value of each variable, the more priority (very priority) the variable is to get handling, because based on the survey results, these variables are variables that encourage tourist interest in traveling

The analysis of coastal tourism development in the East Coast of North Sumatra includes 4 districts as the object of research, namely Serdang Bedagai Regency, Langkat Regency, Batubara Regency and Deli Serdang Regency. The beaches sampled in this study consisted of Sri Mersing Beach, Kuala Lama Village, Pantai Cermin District; Mangrove Beach, Sei Nagalawan Village, Perbaungan District; Kuala Serapuh Beach, Kuala Lama Village, Tanjung Pura District; Perupuk History Beach, Perupuk *Village*, Fifty District; Bunga Beach, Bandar Rahmat Village, Tanjung Tiram District; Monkey Beach, Denai Lama Village, Pantai Labu District; Muara Indah Beach, Denai Kuala Village, *Pantai Labu District*. The 5 (five indicators) measured to determine the development of beach tourism in the eastern coastal area of North Sumatra Province are:

- a. Potential tourist attraction
- b. Infrastructure development
- c. Hospitality carrying capacity

- d. Community carrying capacity
- e. The carrying capacity of local governments

**Table 2 Scoring The 5 (five indicators) measured to determine the development of beach tourism in the eastern coastal area of North Sumatra Province**

| Aspek                         | Variabel                 | Batubara Regency |       |                  | Serdang Bedagai Regency |       |                  | Langkat Regency |       |                  | Deli Serdang Regency |       |                  |
|-------------------------------|--------------------------|------------------|-------|------------------|-------------------------|-------|------------------|-----------------|-------|------------------|----------------------|-------|------------------|
|                               |                          | Score            | Grade | Remarks          | Score                   | Grade | Remarks          | Score           | Grade | Remarks          | Score                | Grade | Remarks          |
| Potential Tourist Trict       | Activities               | 0,75             | 7,50  | Lack of priority | 0,75                    | 7,50  | Lack of priority | 0,75            | 7,50  | Lack of priority | 0,75                 | 7,50  | Lack of priority |
|                               | Biodiversity             | 0,67             | 6,67  | Lack of priority | 0,67                    | 6,67  | Lack of priority | 0,67            | 6,67  | Lack of priority | 0,67                 | 6,67  | Lack of priority |
| Infrastructure Development    | Facilities tourism       | 0,70             | 7,00  | Lack of priority | 0,70                    | 7,00  | Lack of priority | 0,20            | 2,00  | High Priority    | 0,20                 | 2,00  | High Priority    |
|                               | Tourism infrastructure   | 0,33             | 3,33  | priority         | 0,33                    | 3,33  | High Priority    | 0,20            | 2,00  | High Priority    | 0,20                 | 2,00  | High Priority    |
| Hospitality carrying capacity | Comfort                  | 0,25             | 1,25  | High Priority    | 0,60                    | 3,00  | High Priority    | 0,33            | 1,65  | High Priority    | 0,33                 | 1,65  | High Priority    |
|                               | Facilities               | 0,50             | 2,50  | High Priority    | 0,60                    | 3,00  | High Priority    | 0,33            | 1,65  | High Priority    | 0,33                 | 1,65  | High Priority    |
|                               | Statisfaction            | 0,22             | 1,11  | High Priority    | 0,60                    | 3,00  | High Priority    | 0,33            | 1,65  | High Priority    | 0,33                 | 1,65  | High Priority    |
|                               | Safety                   | 0,50             | 2,50  | High Priority    | 0,60                    | 3,00  | High Priority    | 0,33            | 1,65  | High Priority    | 0,33                 | 1,65  | High Priority    |
| Community Support Capacity    | Insentif participation   | 1,00             | 6,67  | Lack of priority | 1,00                    | 6,67  | Lack of priority | 0,60            | 4,00  | Lack of priority | 0,60                 | 4,00  | Priority         |
|                               | Inisiatif participation  | 1,00             | 6,67  | Lack of priority | 1,00                    | 6,67  | Lack of priority | 1,00            | 6,67  | Lack of priority | 1,00                 | 6,67  | Priority         |
|                               | Interaktif participation | 1,00             | 6,67  | Lack of priority | 1,00                    | 6,67  | Lack of priority | 1,00            | 6,67  | Lack of priority | 1,00                 | 6,67  | Priority         |
| Government Carrying Capacity  | RPJMD, Renstra and Renja | 0,00             | 0,00  | sangat prioritas | 0,67                    | 4,77  | priority         | 0,67            | 4,47  | priority         | 0,67                 | 4,47  | Priority         |
|                               | Promotion                | 0,00             | 0,00  | High Priority    | 1,00                    | 6,67  | kurang prioritas | 0,67            | 4,47  | priority         | 0,67                 | 4,47  | Priority         |
|                               | Perda Tourism            | 0,33             | 2,22  | High Priority    | 0,67                    | 4,45  | Prioritas        | 0,67            | 4,47  | priority         | 0,67                 | 4,47  | Priority         |

Source: Analyzed 2023

### 1. Potential Attractions

In terms of beach tourism attractions, please note that beach tourism is based on a unique combination of resources where land and sea meet which makes it an attraction in the form of coastal, beautiful scenery, biodiversity on land and sea, culture and customs, healthy food and good infrastructure (Sara, 2014). In the four objects of this research area, namely Serdang Bedagai Regency, Langkat Regency, Coal Regency, and Deli Serdang Regency in each of these beaches that have beaches not only rely on the beach in its attractiveness but also other activities in the coastal area in the form of culinary, and the biodiversity of the beach including flora and fauna which is one of the potential beach tourism attraction data.

## **2. Basic Facilities of Tourism**

From the results of the analysis of physical characteristics, tourism facilities are included in priorities in the development of coastal tourism. This is because there are still some tourism facilities that have not been fulfilled, besides that in terms of the quality of facilities are still lacking. Although from a physical point of view there are at least 5 facilities but the condition is not maintained. So it is necessary to re-evaluate in developing beach tourism objects in the East Coast of North Sumatra

## **3. Basic Tourism Infrastructure**

The availability of tourism supporting infrastructure in each coastal tourism in the East Coast Region is the same. From the analysis of physical characteristics, especially tourism infrastructure, in terms of infrastructure quality is still lacking. For example, the road network is still inadequate, although Serdang Bedagai Regency is good, but to connect the road network to get to tourist attractions is still very minimal, as well as clean water networks that all beaches do not have water from PDAM, the garbage network is still unclear, even though every beach already has trash cans but there is still garbage scattered so that it disturbs the beach view, that has not been taken. Likewise with the electricity network, although it is available on each beach, not all can enjoy the services of the network, especially at night

## **4. Hospitality Carrying Capacity**

The carrying capacity of the community in coastal attractions in the East Coast of North Sumatra is very important. This is because if in village community-based tourism management. All coastal tourism in the eastern coastal area of North Sumatra that is included in the research object is managed by the Tourism Awareness Group (Pokdarwis) which is a community organization that cares about tourism potential in its area. This Pokdarwis has an important role in the development of beach tourism so far because they manage beach tourism itself, starting from raising ideas to add tourist attractions to efforts to propose adding facilities submitted to local government.

## **E. Conclusions and advice**

Some proposed strategies for variables that are very influential / very priority to immediately provide hospitality carrying capacity are:

1. Preparation of coastal area and small islands zoning plan (RZWP3K) integrated with District RTRW
2. Accelerate the improvement and fulfillment of tourism supporting facilities to provide comfort to tourists while traveling.
3. Management / institutional strengthening from the community, government and private sector that is effective to manage tourism (Pokdarwis).
4. Prepare official rules prepared by the Tourism Office (can be in the form of Perkada) so that all tourist areas apply Sapta Pesona.
5. Incorporate beach tourism management and development programs into the RPJMD or Renja OPD
6. Adding to the potential of beach excellence in the changes of Ripparda
7. Action plan for assistance in the implementation of the sapta pesona

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