

# New Planning of Marine Tourism an Area West Beach Mandailing Natal Regency North Sumatera

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**Abstract**— *Natal District is an area in the western coast region with all the potential for coastal tourism it has. Natal District is famous for its marine tourism, but the existing marine tourism is still not fully developed. West Coast Park is one of the beaches in Natal District that has the potential for marine tourism that is feasible to be developed as a marine tourism area. West Coast Park has the potential to be developed as a marine tourism area because it has a beautiful view with a wide stretch of beach, located in the city of Natal which is a special attraction and its location is very strategic. Based on the research results, it is known that the West Coast Park has the potential to develop several beach tourism attractions as a marine tourism area. The response from tourists and the local community regarding the development of the beach was welcomed, because the development carried out can increase the number of tourists who visit which will increase the income of the local community and local government.*

**Keywords**— *Tourism, Development, Marine Tourism, Tourist Attraction.*

## I. INTRODUCTION

The coastal area which is often used as a tourist attraction is one form of natural tourism, where according to ("Workshop Notes," 2012) , this coastal area has an attraction for tourists because of the beauty and authenticity of the environment such as life under water, the shape of beaches (caves, waterfalls, sand and so on) and coastal forests with a wealth of plants (Ruiz-Ballesteros, 2011), birds and other animals. Whereas Kiki Lestari & B. Alamsyah, (2019) said that the consideration of people making the coastal area as a tourist and recreational area is because the coastal area has areas to carry out activities such as swimming, surfing, rowing, fishing, and sunbathing on the beach where the overall activities will be more satisfying to do in the coastal area than anywhere else. The potential use of this tourism activity needs to be adjusted to the available carrying capacity both physical and non-physical carrying capacity. This is done to accommodate the optimal utilization while minimizing the possibility of conflicts in spatial use, so that a spatial planning is deemed necessary as a guideline for various activities to be developed in an area and this is no exception for marine tourism (Ristianti, 2015).

## II. LITERATUR REVIEW

According to Law No. 10 of 2009 concerning tourism, the definition of Maritime Tourism or Tirta is a business that organizes tourism and water sports, including the provision of facilities and infrastructure and other services that are managed commercially in sea waters, beaches, rivers, lakes and reservoirs . This type of tourism is mostly associated with water sports, especially in lakes, Bengawanas, beaches, bays or offshore such as fishing, sailing, diving while photographing, surfing competitions, rowing races, going around looking at marine parks with beautiful scenery below the surface of the water as well as various aquatic recreation which is mostly done in maritime areas or countries. The concept of maritime is based on the view, the uniqueness of nature, the characteristics of the ecosystem, the specificity of

art and culture and the characteristics of the community as the basic strength possessed by each region. Wheat argues that marine tourism is a special market for people who are environmentally conscious and interested in observing nature (Aryza et al., 2018). Steele (Lubis et al., 2015) describes marine ecotourism activities as an economic process that markets interesting and rare ecosystems.

Limitations on the utilization of tourism activities consist of types of potential tourism activities that can be utilized which include coastal tourism and marine tourism. The following is elaborated through the table, the limits of developing tourism activities with the types of potential tourist attractions that can be utilized for each type of tourist class (Ruiz-Ballesteros, 2011).

### 2.1. Characteristics of Marine Tourism Areas

Basically the utilization of the physical characteristics of the spatial region for marine tourism activities refers to the definition of marine tourism itself, that is, tourism whose objects and attractions are sourced from both sea scape and coastal landscape (Fitri et al., 2019). Therefore, the physical characteristics of potential regional spaces that can be utilized for marine tourism activities include:

#### A. Land Space Resources (Coastal & Coastal)

Coastal and coastal spaces are sandy areas which have physical potential which are generally used as areas for tourism and recreational activities while enjoying panoramic beaches, walks, sunbathing, playing, cultural tourism attractions, beach sports tourism, food tourism along the coast, etc. In addition, the beach and sand areas are also used as accommodation facilities for visitors such as hotels, apartments, private bungalows, camping areas and buildings: infrastructure areas such as shops, parking lots, roads and other facilities.

#### B. Aquatic Space Resources (Sea)

Water areas that can usually be used to carry out tourist activities such as swimming, wind surfing, jet skiing, boats, diving and fishing (Pickett et al., 2004).

## 2.2. Principles for Regional Development

The development of the marine tourism area must meet a number of basic principles related to the ongoing efforts of tourism activities (Sugiarto et al., 2018). These principles include:

1. Economic factors (Economic Viable) Economic factors focus on the consideration of the feasibility of a tourism business. The thing to consider is whether the activity can create economic improvement for the region and the local community.
2. Socio-Cultural Local Acceptance Factors (Socio-Cultural Acceptable) Tourism development must also consider compatibility with the social and cultural conditions of the local community, so it is important to consider whether the activity does not conflict with the social and cultural environment of the local community?
3. Ecological Sustainable Factors Development planning must consider development that does not damage the environment, so the development concept is expected to pay attention to the ecological sustainability approach.
4. Legal and Regulatory Factors (Law Acceptable) The principle of legality or plan needs to be taken into account, especially in terms of conformity with developing laws and existing regulations, such as established spatial plans, regional regulations and policies and norms that develop in society both written and unwritten.

A components that need to be considered in developing marine tourism areas are basically influenced by the characteristics of the demand and supply of the tourism industry itself. The most inherent factor of this industry is influenced by the "supplly" factor that must be provided by the tourist area. Referring to the components of the development of marine tourism that must be met, among others (Case et al., 2014).

1. Tourist Attraction The main attraction of a tourist area is the attraction that attractions can provide. This factor is a primary factor that must be owned by a tourist area ,:
  - a. Tourist attraction facilities
  - b. Tourist information center
2. Accessibility Accessibility is an important factor in planning and providing a tourist area considering the importance of providing convenience for visitors in conducting tourist activities. This factor is a support for the tourist area, given that this factor will greatly affect the intensity of visitors to a tourist area. Components related to the accessibility of tourist areas:
  - a. Transport terminal
  - b. Sea harbor, marina, jetti, pier, etc.
  - c. Airport
3. Facilities and Infrastructure Tourism facilities and infrastructure are also factors that need to be planned in developing tourist areas. Complete facilities and infrastructure will assist tourists in conducting their tour activities.

The components above are then reclassified based on their importance, namely the main or supporting components

TABLE 1. Regional development planning

1. Trading	2. Service	3. Others
<ul style="list-style-type: none"> <li>• Restaurant</li> <li>• Department Store</li> <li>• Retail Trade</li> <li>• Shopping Centre</li> <li>• Gas Station</li> </ul>	<ul style="list-style-type: none"> <li>• Lodging</li> <li>• Travel agent</li> <li>• Banking</li> <li>• Money charger</li> <li>• Insurance</li> <li>• Rent Vehicles</li> <li>• Entertainment Centre</li> <li>• Fitness Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Office Government</li> <li>• Police Station</li> <li>• Pos Offices</li> </ul>

The planning of tourist area facilities can be aimed at two basic types of components based on the characteristics of the needs in conducting tourism activities. The two types of components include: a. Primary Components (Associated w / Tourism) This component is a facility that must be provided in a tourist area. These facilities are facilities that are directly related to the needs of tourists in conducting tourist activities, including: transportation facilities, basic infrastructure (clean water, electricity, telephone, etc.) travel agents, accommodations, dining facilities (restaurants and food outlets), and tourist attraction facilities. b. Secondary Components (Tourism Tourism) (Area et al., n.d.). This component is a facility that helps tourists to add value to tourists in conducting tourism activities. These facilities include: retail shopping, banking, insurance, entertainment facilities, activities, leisure areas, personal service facilities, public services, food outlets (food facilities: restaurants or similar) fuel, etc.

### III. METHOD OF RESEARCH

To develop a variety of regional potentials need to be supported by supporting sectors, namely facilities and infrastructure. Development and improvement of regional facilities and infrastructure to meet the needs of the community such as transportation facilities, and irrigation is always faced with constraints of limited financial capacity. However the Mandailing Natal Regency Government strives to fulfill strategic public facilities including: 3.6.1 Transportation Facilities and Infrastructure Road and Bridge Infrastructure Sector starting from 2005-2009 such as the Road and Bridge Development Program, Road and Bridge Improvement and Road and Bridge Rehabilitation and Maintenance is to build new Roads and Bridges to support isolated areas, Production Centers and Strategic Roads , Improving Roads and Bridges to improve existing road conditions from road conditions to Sirtu, Telpord, Lapen and Hotmix while maintenance of Roads and Bridges is intended to maintain road conditions in order to remain stable and maintained.

The Road and Bridge Handling Program in 2005-2009 policies taken refer to the MandailingNatal Regency Strategic Plan and subsequently are elaborated in annual Regional Development Programs, so that the basic targets in completing in the field of Road and Bridge Infrastructure are as follows:

1. Paying attention to access to isolated areas.
2. Paying attention to Access to Strategic Areas
3. Paying attention to the Road to Production Centers.

4. Provision of facilities and infrastructure to support inter-regional transportation.

In order to achieve the Road and Bridge infrastructure targets, several activities have been carried out including the construction, improvement and maintenance of roads and bridges with various sources of funds for the construction of ordinary laps / asphalt, telephones, sirtu, dirt roads and improvement of types and conditions of roads and bridge construction and maintenance in several places.

The planning location is in the West Coast Park, Jln, Lintas Pantai Barat, Taluk Village, Natal District, Mandailing

Natal Regency, North Sumatra Province with an area of + 5 hectares. West Coast Park is one of the mainstay beach tourist attraction locations in North Sumatra Natal District, the location of this tourist attraction has always been a target for local tourists to vacation with family, but the local government is less concerned about the place so that the west coast is less well known to tourists outside the area. In fact, if the place gets more attention from the government, it is not impossible that the west coast will become an international standard tourist destination with all its superiority and natural potential.

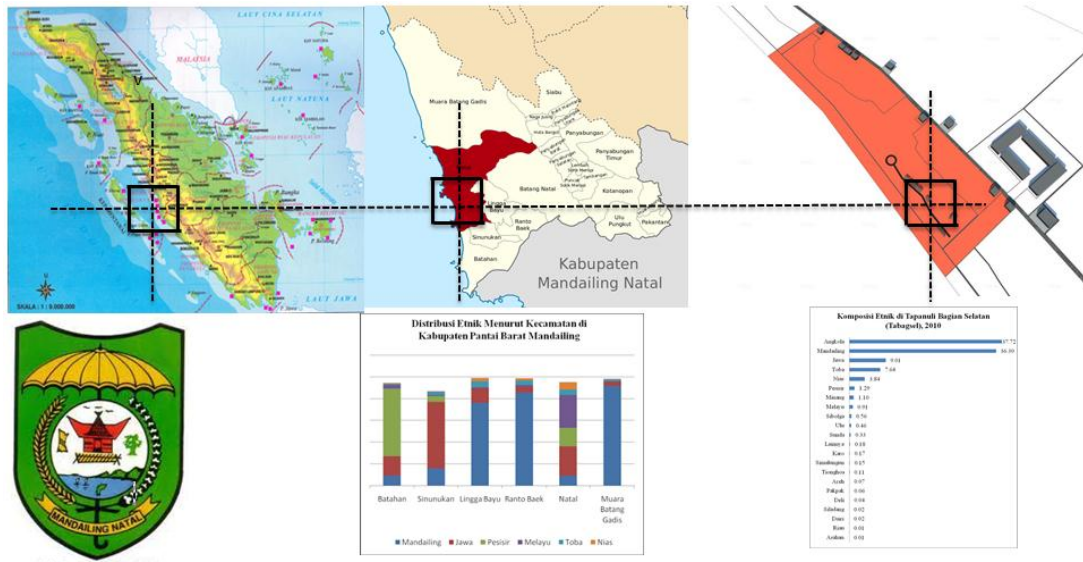


Figure 1. Location of Arrangement

TABLE 2. Analyze of Swot Tourism Marine

Analysis	Potential	threat	Streght	awekness	Information
Location	v	-	v	-	The location of the site proposed as the title of the final project is on the West Coast of Mandailing Natal, North Sumatra. The West Coast has the potential of unspoiled natural beauty, thick local wisdom, and has the potential of international scale tourism if developed.
Cultures	v	-	v	-	The community around the site is dominated by coastal tribes and mandailing, this local wisdom is one of the most supportive things on the site, hospitality, wisdom and elements of cultural customs that can be used as one of the ideas for design.
Facilities and Infrastructure	v	-	v	-	1. With the construction of a road that connects Sibolga and Natal along 170km, it becomes a promising potential because the location can be easily reached by tourists from other terrain or regions. the 170km road crosses along the West Coast line offering views of the coast along its nets.
Tourism	v	-	v	-	2. Coupled with the planned construction of the airport in Mandailing Natal in early 2017, increasing the reach of national and international tourists.
The People	-	-	v	-	3. Not far from the location, a port has been built in sikara kara.
Environment	v	-	v	-	4. With the planned expansion of the Natal area to become the West Coast district of Natal which was originally the Mandailing Natal district centered in Panyabungan.
Cattle	-	v	-	v	5. With the division there is no doubt that a government office will be built on the West Coast it is not impossible that the area will be developed by the regional government.

#### IV. ANALYZE AND RESULT

##### 4.1. Arrangement of Death Penalty in the Corruption Eradication Act.

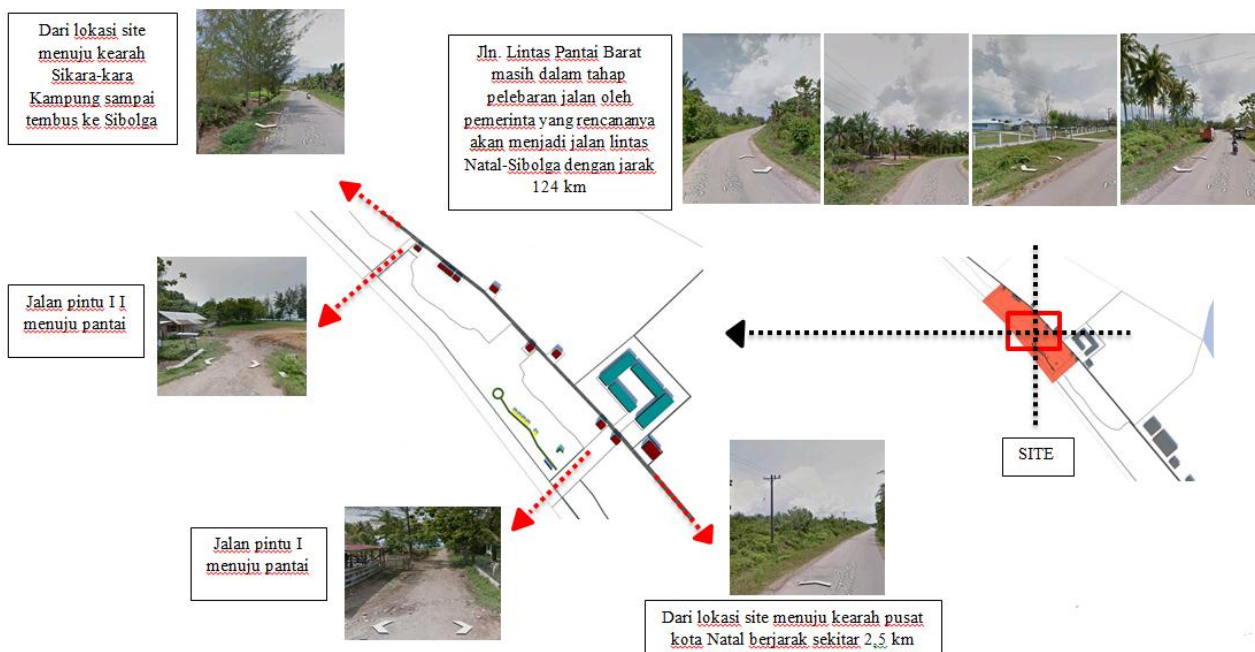
From the results of the existing analysis above the condition of the West Coast Park located in the district of Natal which is precisely located in Taluk Village, the natural potential of the beach is not maximally utilized by the local

government or the surrounding community so it looks uncomfortable and there are no facilities and infrastructure that can support the Beach Park West. If it is developed by the regional government, it can become a mainstay tourist destination for Mandailing Natal district, especially the sub-district of Natal, so that it can make the place an added value for the regional government and local people. With this West Coast Park must get the design touch in order to become a

mainstay tourist destination Mandailing Natal district, especially the district of Natal

Noise is an unwanted sound from a business or activity in a certain level and time and that can cause disruption to human health and environmental comfort (Ministry of Environment Decree No. 48. 1996). According to Sama'mur (2009), sound or sound is heard as a stimulus to the auditory nerve cells in the ear by longitudinal waves caused by vibrations from the sound source or sound and the waves propagate through the

air media or others, and when the sound or sound is not desired because it disturbs or arises out of the will of the person concerned, such sounds or sounds are declared as noise. Noise is defined as unwanted sound. The type of noise that exists in the West Coast Park planning area is intermittent noise is noise where the sound hardens and then weakens slowly, for example, the sound coming from cars, motorbikes and fishing boats.



Figures 2. Site Accessibility

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