

Tourism Development Strategy and Potential Analysis at Fish Beach Tourism Sites

EddySuprayitno¹⁾, SugengSusiloAdi²⁾, TitikDwiSulistiyati³⁾,

1 & 3: Faculty of Fisheries and Marine Sciences, Brawijaya University, Indonesia

2: Faculty of Cultural Studies, Brawijaya University, Indonesia

Abstract:-This research aims to analyze the potential and determine the strategy for tourism development in beachside regions. This is related to tourism development as a service sector that is expected to increase revenue both for the local agents of tourism and the government. By understanding the potential, a strategy can be applied in order to develop tourism. This research is expected to support the application of good governance programs in the Indonesian government system, especially in fishery and tourism.

Keywords:-*fishery, beach, tourism, development*

I. INTRODUCTION

Tourism, which Erb (2000) classifies as “hospitality industry” is becoming a continuously expanding business sector all over the world. This is related to the development of tourism as a service sector that is expected to increase revenue, for both the people involved in tourism activities and the government. Globally, tourism ranks fourth in the export category after crude oil, chemicals, and automotive (UNWTO, 2011). For developing countries, this becomes an opportunity that can be utilized for growth in the economic and labor sectors. As a developing country, the Indonesian government has long realized the advantageous potential from the tourism sector. Once in 1992, the Indonesian government conducted an “Indonesia Visit Year” (Tahun Kunjungan Indonesia) program. From this program, the government was able to increase foreign tourism visitors to 400,000 people. This program was revived in 2008, which increased the number of foreign tourists to 6.2 million visitors, up from 5.5 million from the year before (Visit Indonesia Year 2008 Officially Launched, The Jakarta Post; accessed on April 18, 2013). On a smaller scale, at the level of regencies and cities, the development of tourism becomes an effective way to increase regional revenue. For example, GunungKidul Regency in the Yogyakarta Special Region was previously an impoverished regency because of a chalky environment and the lack of water (Martias, 2014). However, GunungKidul Regency was able to improve by raising regional revenue through tourism development. In 2014, the revenue of GunungKidul Regency reached 127.8 billion rupiah, exceeding the target previously set, which was 90.3 billion rupiah. From this number, tourism contributed 12.1 billion rupiah.

By looking at what has happened in GunungKidul Regency, other regencies including Lumajang can do the same to increase revenue through the development of the tourism sector. What this research aims for is to see how far tourism potential on a micro can be optimized to make the people more prosperous by increasing regional revenue for the greater good. By understanding the tourism potential that can be developed, the factors that hinder the development of tourism can also be understood.

This research aims to understand the potential and hindering factors of tourism development at the Tempursari Fish Auction Market Beach Tourism Site. The selection of this area and theme is based on the stagnant development of this area, even three years after the establishment of the Tourism and Culture Service in this beach tourism site. Limited and unsuitable facilities also show that tourism indeed has not developed. Yet the government has established this area as a beach tourism site and has implemented an entry fee for visitors.

II. RESEARCH METHODS

This research used a qualitative research method, which is a kind of research that aims to describe and analyze an event or social activity as well as the beliefs and perceptions of people, both individually and in groups (Sukmadinata, 2007). Qualitative research demands the researcher to come to the research site and directly meet the informants. The goal is to obtain valid information or data that meets the needs of the research so that they are credible. This agrees with the explanation from Idrus (2009) who stated that qualitative research has a “natural setting” characteristic, which requires the researcher to be close to the informant and to observe

the life or activities of the informant as they are. As for tourism, this research utilized the analysis concept outlined by Bacherel (2008) which involved:

1. Market Analysis, which covers three major market topics.
2. Competition Analysis, which is performed to identify and analyze positions, strengths, and weaknesses of competitors and supporters.
3. Product analysis, which is related to goods that can be offered and be noticed, acquired, and be consumed by the market. These products can be in the form of physical objects, services, personality, places, organizations, and ideas.
4. Customer Analysis, which is necessary because in tourism customers are the only source of profit.
5. SWOT Analysis, which examines how organizations relate to external environments and how those ways are supplemented to overcome obstacles. This analysis can conclude and present logical information that is collected from the analytic process.

From here, it can be recognized that information is a source of strength in strategy selection; because of that, this stage of the research was focused on collecting as much information as possible. Actions and applied research would then be performed in the following stage.

III. FINDINGS AND DISCUSSION

The Tempursari Fish Auction Market Beach Tourism Site is one of the areas that have been prepared by the regional government to be developed into a tourist destination. However, in the three years that the Tourism and Culture Service of Lumajang Regency has been established, tourism in this area has not experienced growth. Visitor numbers have not drastically increased and tourist facilities have not been improved. Even so, with these poor tourism conditions, visitors continue to come to this area. Their goal is to enjoy the local culinary specialty, which in this case is grilled fish which can be readily found on stalls around the Tempursari Fish Auction Market Beach Tourism Site.

The Tempursari Fish Auction Market Beach Tourism Site essentially has been designed as a tourist destination. In addition, there is already a fish auction market built in this area. If this fish auction market can be made to function optimally, this will bring in buyers and sellers from other regions. This will also attract companies that will take in the catch of the fishermen. As a result, fishermen do not have to process all their unsold fish into preserved fish.

Considering the kinds of tourism proposed by the United Nations World Tourism Organization (UNWTO), the kinds of tourism that can be developed at the Tempursari Fish Auction Market Beach Tourism Site can be:

1. Rural tourism – this is a kind of village or country tourism. With this kind of tourism, the people can live their usual lives, because this kind of tourism markets rural conditions.
2. Sun-beach tourism – this kind of tourism markets the beauty of the beach. Tempursari Fish Auction Market Beach Tourism Site has Bulurejo beach, where the waves are calm, with the beach having been sequestered by a barrier to protect against abrasion. However, the beach can only be enjoyed from the shoreline and is not for swimming. The sand here is black and smooth.
3. Ecotourism – this kind of tourism is designed to counteract its negative effects. These include effects to the environment, society, and culture.

The Tempursari Fish Auction Market Beach Tourism Site has a great potential to be developed further through a revitalization program. The following are potential developments for the Tempursari Fish Auction Market Beach Tourism Site found through this research:

1. Fishery sector – this is supported by the presence of a fish harbor and fish auction market facilities which are provided by the Maritime and Fishery Service of Lumajang.
2. Natural beach tourism – true to its name, the primary feature of the Tempursari Fish Auction Market Beach Tourism Site is the sea.
3. Camping grounds – the area around the beach also has the potential to be developed into a place where people can camp.
4. Plant conservation – there is a manmade forest of pine trees just off the shoreline.
5. Proximity to Bromo-Tengger-Semeru National Park – the Bromo-Tengger-Semeru National Park is reachable, being in the same regency.

From these potential developments, the Tempursari Fish Auction Market Beach Tourism Site can be developed into a thriving tourist destination if properly and seriously managed. Many things contribute to make this place into a complete tourist destination with beaches, mountains, rivers, campgrounds, plant conservation, and cuisine. However, there are also factors that hold back the potential development of this tourist destination. The following are these factors:

1. Rough and unpaved roads

2. No basic tourism facilities
3. Poor waste management
4. Poor parking management
5. Management systems that are not optimized
6. Lack of promotion, road signs, and informative sign boards

In order to analyze the potential developments and compare them with the hindering factors, this research used five kinds of analysis that Bacherel (2008) outlined.

IV. MARKET ANALYSIS

Tourism is a consumption of the middle class. The target market for the development of the tourism sector is the middle class. The development of the tourism sector in Indonesia is in line with the growth of Indonesia's middle class. Indonesia has even been said to be the country with the largest growth of the middle class. According to William Henley, the founder of Indosterling Capital, Indonesia has experienced a vast growth of the middle class since the monetary crisis of 1997/1998. Records from the World Bank show that the growth of the middle class from 0% in 1999 became 6.5% in 2011, numbering at 130 million people. In relation to the growth of tourism at the Tempursari Fish Auction Market Beach Tourism Site, this growth of the middle class is an opportunity for the growth of tourist attractions, which includes this particular site.

V. COMPETITION ANALYSIS

This analysis was performed to find out the strengths and weaknesses of competitors. In this case, the main competitor of Tempursari Fish Auction Market Beach Tourism Site is a similar tourist destination that is close by, which is SendangBiru, located in Malang Regency. SendangBiru is an example of fish auction market that has been economically successful in the fishery and tourism sectors. The popularity of SendangBiru has attracted the attention of many parties, from the government to private entities and even environmental activists. In the year 2012, the government through the Minister of Maritime Affairs and Fishery Sharif CicipSoetardjo has stated that it will construct an international fish port at SendangBiru. If this were to be executed, this port would certainly bring growth to the fishery sector at SendangBiru. The popularity of SendangBiru has also invited Seafood Saver to ask PT Samudera Eco Anugrah (SEA) Indonesia to join as a member. PT Samudera Eco Anugrah is a company specializing in the supply and distribution of fishery products, and has a branch at SendangBiru for processing yellow fin tuna. Meanwhile Seafood Saver is an organization under the WWF (World Wildlife Fund) that is concerned with fishery and has a goal of preserving fish species.

SendangBiru is a fish auction market that can be used as a model to develop Tempursari Fish Auction Market. One way to do this is to actively promote fish auctions at the fish market to several companies. This can actually be done as long as the people make use of the facilities that have been given to them by the government through the Maritime and Fishery Service, of both Lumajang Regency and the province of East Java.

In the context of tourism, SendangBiru is benefited by its location which connects Sempu Island. As a nature preserve, Sempu Island has natural beauty that can attract tourists. The popularity of Sempu Island has reached its peak in the past five years; as a result, the Environmental Conservation Agency of East Java (Balai Konservasi Sumber Daya Alam Jawa Timur – BBKSDA) and the Ministry of Forestry of Indonesia, who are responsible for the management of Sempu Island, has closed off this location to the public. Even so, this area is not fully closed off because visitors may still visit Sempu Island by applying for the necessary permits from the Service.

VI. PRODUCT ANALYSIS

Product analysis is related to the efforts in developing this tourist destination. In this research, product analysis is divided into three categories based on those outlined by Bacherel (2008). The first is formal products, which are goods or services that are offered to the target market. Formal products must meet the standards of quality, special features, styling, trademark, and packaging. In a product context, both tourism and fishery at the Tempursari Fish Auction Market Beach Tourism Site currently has not fulfilled any of the above criteria. This is because there is no agency that is dedicated to managing production models and patterns, as well as the distribution of their tourism and fishery products. For that, there needs to be agreement and cooperation among the fishermen and the people to formulate a formal product that can be offered to consumers of the tourism and fishery sectors. The second is core products, which are products related to the consumer benefits. Benefits that can be offered to consumers include relaxation, cultural experience, enjoying the view, fish consumption, and others. For visitors that come to this area, these benefits will not disappoint them after their long journey. Because of that, once again agreement is required among the people and the fishermen in order to create a core product that can be presented to consumers. The third is augmented products, which are advantages that consumers receive when they obtain the formal product. This is related to facilities that ease visiting tourists, which include travel agents, tour guides, porters, welcome drinks, maps, and others. These augmented products

are not present at all at the Tempursari Fish Auction Market Beach Tourism Site. Along with the other products, the management of tourism in this area demands a special discussion of the products which are to be made commodities.

VII. CONSUMER ANALYSIS

This analysis aims to understand the parties which have the potential to become consumers of tourism products that will be offered at the Tempursari Fish Auction Market Beach Tourism Site. According to Drucker (1968) in Bacherel (2008), in tourism, the customer is the only source of profit. Because of this how tourism can bring consumers as the primary concern. In relation to this, this research must first understand the following:

1. Who are the consumers?

The target consumers of Tempursari Fish Auction Market Beach Tourism Site are divided into several segments those are permanent (local people) and incidental (from outside the region) (see diagram 1).

2. Where will consumers come from?

To achieve consumer targets, the management can actually take advantage of the popularity of other tourist destinations, considering that in Lumajang Regency there are many tourist destinations. One course of action that is quite necessary is promotion. This can be done at the least by placing informative signs around this area on the side of the roads that will become the primary access for tourists.

As for regular visitors, promotion can be done by giving out samples of fishery products. These samples become important because even now visitors from around Lumajang Regency are willing to come to this beach from far away just to buy fish. This means fish itself has already become attractive to them. All that is needed is optimization.

3. What do they want?

Based on data obtained from visitors, the only primary factor that attracted them to visit this place is fish. This leads to the conclusion that visitors demand fish. Visitors are even willing to travel from far away over unpaved roads just to eat or buy fish.

4. How and why do they buy?

Still from the data obtained from interviews with visitors, the reason why they visit this tourist destination is to be able to eat fish. Because of its remote location, visitors do not come on their own, but in groups.

VIII. SWOT ANALYSIS

This analysis examines the elements of Strengths, Weaknesses, Opportunities, and Threats that are related to the revitalization of the Tempursari Fish Auction Market Beach Tourism Site. As with the other five analyses, by performing this analysis, it is expected to produce an appropriate development model related to the real conditions of this tourist destination.

The basic problem of this tourist destination is its management. This system covers the presence of an organization that is dedicated to managing tourism. With this, any problems related to tourism can be resolved through clear procedures. Without an organization and a clear structure, all parties involved conduct their own activities without any sense of responsibility. This has implications for the sustainability of the tourism site itself.

The development of tourism at the Tempursari Fish Auction Market Beach Tourism Site is expected by many parties. For small fishermen, the development of tourism means the opportunity for new jobs that they can perform other than fishing. At the least, they can sell products that visitors demand. In a longer-term context, with developed tourism in this area, the possibility of lodging will become open. The local people can make their houses into guest houses. This is certainly complemented with an ecotourism model that does not demand the people to greatly change their ways.

Related to tourism marketing strategies, Seaton and Benelt (in Vellas and Bacherel, 2008) identified the five important characteristics of tourism marketing:

1. A consumer-oriented philosophy
2. Analytical concepts and procedures
3. Data collection techniques
4. Organizational structures
5. Strategic decision areas and planning

In tourism, marketing is the most important element. Different from other products, tourism consumers, which in this case are visitors, often have never tried products of tourism or visited tourist destinations. As consumers, visitors must try products of tourism by directly visiting the tourist destinations. Because of that, tourism marketing must provide interesting information that can attract tourists to visit the destination. Considering the condition of the resources at the Tempursari Fish Auction Market Beach Tourism Site, advice is needed in the revitalization effort. This is especially important for promotion and marketing.

IX. CONCLUSION

Several analyses were made to compare the potential developments for the Tempursari Fish Auction Market Beach Tourism Site to the hindering factors. Among the six analyses that were conducted for this research, the analysis that was most directly related to the field conditions was the SWOT analysis. From this analysis, there are several things that can be done in order to revitalize the tourism sector at the Tempursari Fish Auction Market Beach Tourism Site:

1. Maximize fish production by optimizing fishing devices
2. Promote the Tempursari Fish Auction Market Beach Tourism Site with a slogan related to fish tourism
3. Reach out to investors in the field of fish processing
4. Reach out to investors in the field of tourism
5. Finance the repair of roadways
6. Form a tourist agency divided into several working groups
7. Establish an annual event as a special feature for this tourist destination
8. Promote the fishery sector as a leading product
9. Form a tourist cooperative that will determine competitive or cooperative strategies with other nearby tourist destinations
10. Establish a clean tourism program
11. Provide training on disaster mitigation and survival facilities in case of disasters
12. Prioritize the repair of roadways
13. Prioritize the addition and tracking of basic tourism facilities
14. Provide special and continuous training to the people for development of tourism

Since customers are the only source of profit in tourism, the one matter that must be prioritized is how to draw in visitors. One strategy to draw in visitors is with good promotion and marketing. As visitors come, then the facilities that will allow visitors to convey information to other visitors should be considered. However, none of these are possible without good management to support them.

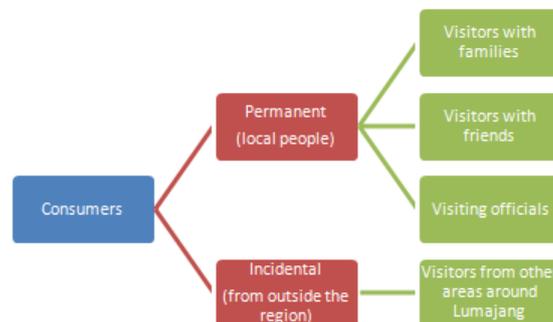


Diagram 1. Target Consumers of the Tempursari Fish Auction Market Beach Tourism Site

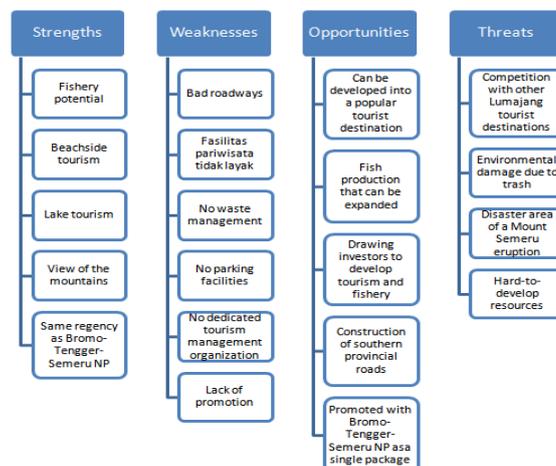
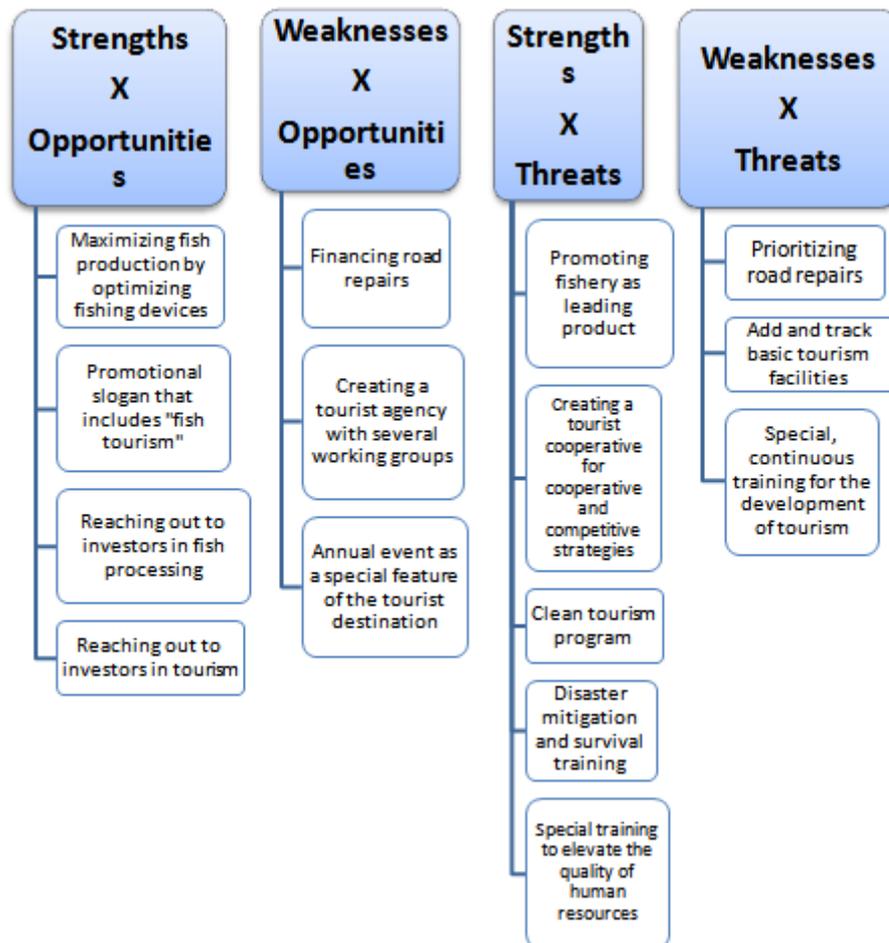


Diagram 2. SWOT Analysis of the Condition of the Tempursari Fish Auction Market Beach Tourism Site

Diagram 3. Result of SWOT Analysis of the Condition of the Tempursari Fish Auction Market Beach Tourism Site



REFERENCES

- [1] Buku I National Development Agenda. National Medium Term Development Plan 2015-2019. National Development Planning Board, 2014
- [2] Cohen, Erik (1984). *The Sociology of Tourism: Approaches, Issues, and Findings*. Annual Review of Sociology. Vol. 10. (1984), pp. 372-392
- [3] Erb, Maribeth. 2000. *Understanding Tourists: Interpretations of Indonesia*. Annals of Tourism Research, Vol 27, No. 3 (2000), pp. 709-736
- [4] Idrus, Muhammad. 2009. *Metode Penelitian Ilmu Sosial*. Yogyakarta: Erlangga
- [5] Martokusumo, Widjaja. 2008. *Revitalisasi: Sebuah Pendekatan dalam Peremajaan Kawasan*. Jurnal Perencanaan Wilayah dan Kota. Vol. 19/ No. 3. Desember 2008. Hal 57 – 73.
- [6] Miles, Matthew B, et al. 2014. *Qualitative Data Analysis: A Methods Sourcebook*. Los Angeles, London, New Delhi, Singapore, Washington DC: Sage
- [7] Spradley, James P. 2007. *Metode Etnografi*. Yogyakarta: Tiara Wacana
- [8] Sukmadinata, Nana Syaodih. 2007. *Metode Penelitian Pendidikan*. Bandung: Remaja Rosdakarya
- [9] Stynes, Daniel J. (1997), *Economic Impacts of Tourism: A Handbook for Tourism Professionals*. Illinois Bureau of Tourism, Illinois Department of Commerce and Community Affairs
- [10] Vellas Francois & Becherel, Lionel. 2008. *Pemasaran Pariwisata Internasional*. Jakarta: Yayasan Obor Indonesia.
- [11] World Tourism Organization (UNWTO). 2011. *Policy and Practice for Global Tourism*. Madrid: World Tourism Organization

Website References

<http://bappeda.jatimprov.go.id/2014/06/16/nilai-tukar-nelayan-jatim-naik-083-persen/>

<http://lumajangkab.go.id/>

<http://www.jpnn.com/read/2015/04/24/300027/Jumlah-Kelas-Menengah-di-Indonesia-Melesat,-Ini-Datanya->

<http://www.lumajang.go.id/>

<http://www.thejakartapost.com/news/2007/06/13/039visit-indonesia-year-2008039-works.html>

Government Documents

Department of Fisheries and Marine Lumajang in collaboration with CV LintasSumberdaya Lestari Kabupaten Malang. *Detail Design PPI BulurejoKecamatanTempursariKabupatenLumajang*. TahunAnggaran 2007.

Kabupaten Lumajang dalam angka, 2014 (Lumajang in figures, 2014)

Master Plan Final Report of TourismArea in theFish Auction ofTempursari, Lumajang year 2012 Budget

National Medium Term Development Plan 2015-2019, the Ministry of National Development Planning, National Development Planning Board

UU RI No. 9 tahun 1990 tentang pariwisata (Law of the Republic of Indonesia No. 9 of 1990 on tourism)