

Pasie Lembang Village Tourism Planning Study Ecotourism-Based

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ABSTRACT

Pasie Lembang village is located in South Kluet District, which has excellent natural potential and community. In this village there are tourist attractions that are very important to be developed, including the Pasie Lembang beach tourist attraction where there is turtle breeding around it, but the problem that often occurs in tourism management is the absence of the right concept in its development so that it causes it not to develop properly the tourist attractions in the village. The problem at this time is the absence of proper tourism planning in the management of tourist attractions in Pasie Lembang Village. The methodology used in this study is the SWOT analysis method. The results of his research are that the concept of tourism planning in Pasie Lembang Village uses the concept of ecotourism. This concept focuses on aspects of nature conservation, aspects of social and economic empowerment of local communities, as well as aspects of learning and education. In developing this concept, a SWOT analysis has been carried out which resulted in 7 (seven) strategies – the strategies obtained are applied in tourism development planning in Pasie Lembang Village. The conclusions of this study are: 1) Pasie Lembang Village is located in South Kluet District, which is in accordance with the mandate of the RTRW of South Aceh Regency that the Pasie Lembang area is in a natural and artificial tourism allotment area. 2) Pasie Lembang Village is very suitable for tourism development with the concept of ecotourism which focuses on nature conservation.

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I. Introduction

Tourism (*tourism*) or tourism is a whole activity related to tourism and is multidimensional and multidisciplinary in nature that arises as a form of the needs of everyone and the country as well as interaction between tourists and local communities, fellow tourists, governments, local governments, and entrepreneurs (Law 10/2009 on Tourism). This effort to develop the world of tourism is supported by Law No. 10 of 2009 which states that the existence of tourist attractions in an area will be very profitable, including increasing Regional Native Income (PAD), increasing people's living standards and expanding job opportunities considering the increasing unemployment at present, increasing the love of the environment and preserving local nature and culture.

South Aceh Regency, judging from its natural potential, the tourism sector is very productive to develop, because it is supported by the geographical location and culture of its friendly local community. A very famous tourist attraction in Tapaktuan is the tourist attraction *Tapak Kaki Tuan Tapa*, this tourist attraction is in the center of Tapaktuan City. This tourist attraction is also a Symbol of Tapaktuan City and also historical evidence of the legend of the Lord Tapa, and almost every



district in South Aceh Regency has tourist attractions that have the potential to be developed, one of which is Pasi Lembang Village. This village is located in the South Kluet District, which has excellent natural and community potential. In this village there are tourist attractions that are very important to be developed, including the Pasi Lembang beach tourist attraction where there is turtle breeding around it, but the problem that often occurs in tourism management is the absence of the right concept in its development so that it causes it not to develop properly the tourist attractions in the village. Based on the background above, the researcher wants to analyze and provide recommendations for tourism planning in Pasi Lembang Village based on ecotourism.

II. Literature

1. Tourism

The word pariwisata [tourism] comes from Sanskrit with a series of syllables "pari" = many, plus "wis" = see, and "ata" = place. So, tourism is a translation of "seeing many places". Indonesia initially knew pariwisata by using a foreign language, namely "tourism". The change of the term "pariwisata" to "tourism" was popularized when the National Deliberation was held. From several definitions of tourism, Darmaji argues that from the definitions proposed by tourism experts, elements can be taken from tourism itself, and these elements are the existence of activities to visit a place, it is temporary, there is something to be seen and enjoyed, done by individuals or groups, looking for peace, and the existence of facilities in tourist attractions.[1]

2. Tourism Development

A tourism object must meet three criteria so that the object is of interest to visitors, namely: (1) *Something to see* is that the tourist object must have something that can be seen or made into a spectacle by tourist visitors. In other words, the object must have a special attraction that is able to attract interest from tourists to visit the object. (2) *Something to do* is so that tourists who do tourism there can do something useful to give a feeling of joy, happiness, relax in the form of recreational facilities, be it playgrounds or places to eat, especially specialties from the place so that it can make tourists feel more at home to live there. (4) *Something to buy* is a facility for shopping tourists which is generally a characteristic or icon of the area, so that it can be used as a souvenir. (4) And others are Tourism facilities are companies that provide services to tourists, either directly or indirectly and their lives and lives depend on the arrival of tourists. The tourism facilities are accommodation companies (hotels, inns, bungalows), transportation companies (air, sea or train transportation and buses that serve special tourism only), restaurants, restaurants, depots or stalls located around the tourist attraction and indeed looking for livelihoods based on visitors from these tourist attractions. And shops selling souvenirs typical of these tourist attractions which in fact earn only from the sale of souvenir goods typical of these objects.[2]

3. Ecotourism

Ecotourism or *ecotourism* began to be introduced in the 1980s as a creative strategy for conservation, ecotourism is a growing industry with considerable challenges, many efforts are made to develop an ecotourism, including collaborating with the central government, local governments, communities and environmental organizations and how to maintain good environmental practices and now. Ecotourism has developed into a huge industry. One of the definitions of ecotourism broadly is the one developed by Ceballos-Lascuráin in 1983, which focuses on the importance of natural areas, cognitive and affective domains, and behavior. Trips to relatively undisturbed or uncontaminated natural areas with the specific purpose of researching, admiring scenery and wild plants and animals, as well as any cultural manifestations that exist (both past and present) found in this area[2]

4. Principles E

From the knowledge of ecotourism motivation, the main principles of ecotourism according to include [3]: (1) The ecotourism environment must rely on a natural environment that is relatively unpolluted or disturbed. (2). Ecotourism communities must be able to provide socio-economics benefits directly to local communities. (3). The education and experience of ecotourism must be able to increase the understanding of the natural environment and related culture, while having a memorable experience. (4). The sustainability of ecotourism must be able to make a positive contribution to the ecological and environmental sustainability of the community, not damage, not reduce quality, both short-term and long-term. (5). Ecotourism management must be managed in a way that is specific to ensuring long-term life for the environment and related cultures in the area where ecotourism is located, while implementing a way of managing that is intended to ensure its economic survival.

Based on the five principles mentioned above, there are several characteristics behind eco tourists, as stated [3]: 1). Wanting an immersive original experience. 2). Consider the experience worth living, both personally and socially. Dislike of large groups with strict travel plans. 4). Seeking physical and mental challenges. 5). Expect the interaction of the experience with the culture of the local population. 6). Easily acclimatized, often preferring forgings that are as original as rural. Tolerant of discomfort. 8). Want to get involved, not passive. 9). Prefer to pay for adventure than for convenience.

III. Method

The type of methodology used is a SWOT analysis. SWOT analysis is an analysis of the internal and external conditions of an organization which will then be used as a basis for designing work strategies and programs. SWOT analysis is divided into four components, namely: *Strength* (S) is a situation or condition that is the strength of the current organization or program. *Weakness* (W) is a situation or condition that is a weakness of the organization or program at this time. *Opportunity* (O) is a situation or condition that is an opportunity outside the organization and provides opportunities for development for the organization in the future. *Threat* (T) is a situation that is a threat to the organization that comes from outside the organization and can threaten the existence of the organization in the future [4].

SWOT analysis provides a "basic view" of the analysis of the conditions of the situation at hand so that the right strategy can be obtained in order to achieve a certain goal. The SWOT analysis describes in detail the aspects that are *strengths*, *weaknesses*, opportunities, and challenges (*threats*) of the Lhok Reukam Tourism Village area development plan, including types and attractions (attractions), availability of amenities (infrastructure), and accessibility support.

IV. Results and Discussion

1. Tourism Policy Analysis of South Aceh Regency

The suitability of Pasie Lembang tourism development in regional policies can be seen in the Qanun RTRW of South Aceh Regency, where it is said that the Tourism Area is an area with a certain area that is built or established to meet tourism needs. Tapaktuan Subdistrict is the focus area for natural tourism allocation in South Aceh Regency.

2. Tourist Attraction Analysis

Furthermore, an overview of the analysis of tourist attractions is seen from the differences in tourist attractions at the research site by looking at the types, numbers, and quality of attractions of each tourist attraction, as follows:

Tabel 1. Tourist Attraction Analysis

No	Tourist Attractions	Numbers	Types	Attractions	Quality
1	Beach Tourism	1	1. Pasie Lembang Beach	Clean beach conditions, long stretches of sand	Good
2	Cultural Attractions	2	1. Eating-out 2. Tolak Bala	A culture that the local community does on an annual basis, which can also attract tourists to cultural tours	Exist
3	Eco-tourism	1	Turtle breeding	Breeding grounds of turtle cubs (hatchlings)	Exist

Source : researcher

3. Accessibility Analytics

In analysis about the development of tourism, the affordability factor of tourist attractions plays a strategic role. The quality of the transportation infrastructure to these destinations greatly supports the flow of tourists, the flow of goods to and from the destination. The availability and quality of transportation facilities and infrastructure are used as indicators of tourism development.

The data in **Table 2** below shows the difference in the quality of road accessibility in the tourist attraction area of Pasie Lembang Village.

Tabel 2 Accessibility Analytics

No	Tourism Spot	Accessibility		
		Description	Quality	Width
1	Desa Pasie Lembang	Main road to the location	Good	10m

4. Analysis of tourism facilities and infrastructures

Tourism development cannot be separated from tourism facilities, infrastructure, and public facilities, where these indicators all become one unit in tourism activities, especially Pasie Lembang Village offers beach tourism and environmental-based tourism believe in turtle breeding which is so much in demand by tourists both domestically and abroad. The following is an analysis of the condition of tourism facilities, infrastructure, and public facilities:

Tabel 3. Analysis of tourism facilities and infrastructure

Types	Condition	Quality
Public facilities (within the Village)	Incomplete, and adequate	low

5. The Concept of Pasie Lembang Village Tourism development Plan

Judging from the topographical conditions, natural beauty, community life, and existing tourism potential, Pasie Lembang Village is very suitable to be developed as a tourist area that raises the concept of *Ecotourism* (environmental-based tourism). Where, this concept focuses on aspects of nature conservation, aspects of social and economic empowerment of local communities, as well as aspects of learning and education. In developing this concept, a SWOT analysis has been carried out which results in the strategies obtained are applied in planning tourism development in Pasie Lembang Village, namely:

Strategy 1: Improving and developing small businesses as a basis for livelihoods for the people of Pasie Lembang Village, with the following management directions: a) The Regional Government and the management provide opportunities in the form of a forum for the community in building small businesses around the tourist attraction area, b) The assistance of small business facilities from the South Aceh regency government to communities around the area, c) Providing training on making souvenirs and handicrafts assisted by facilitators for the Pasie Lembang village community.

Strategy 2: Seek supervision of regulations and natural conditions of the coast to be maintained and utilized in a sustainable manner, with the following management directions: a) Local Governments and managers form special teams for supervision of regulations and natural conditions of the coast around the area, b) Local Governments and managers form special teams for supervision of turtle activities (turtle breeding), c) The existence of *Pokdarwis* (Tourism Awareness Group) where this group consists of the Pasie Lembang village community who assists the government, especially in supervising tourism activities in the tourist attraction area.

Strategy 3: Build cooperation between all elements of the community to jointly develop the Pasie Lembang tourist area, with management directions, namely: a) The entire community together to maintain safety, cleanliness and sustainability of the tourist area, b) collaborating with stakeholders from outside the region to invest in Pasie Lembang Village in the field of fulfilling the support of tourism activities.

Strategy 4: Seeking the publication of Pasie Lembang Village as an ecotourism area in south Aceh regency to the wider community, with the following management directions: a) Collaborating with print, electronic, and online media to create an *advertorial* ecotourism area in South Aceh Regency, b) Installation of directions maps to get to tourist sites which is in Pasie Lembang Village. c) Placing advertisements (baleho/banners) in villages or other activities in South Aceh Regency, d) Promoting tourism and community activities through social media, e) Proposing to the Regency and Provincial governments to register them in the tourist attraction area.

Strategy 5: Strive for the construction of adequate facilities and infrastructure, such as trash cans, bathrooms, toilets, places of worship, seaside parks, waterparks, turtle breeding, etc. with the following management directions: Apply for assistance in the form of both physical and funding to relevant agencies to help complete the facilities and allocating village funds for tourism development in Pasie Lembang Village.

Strategy 6: Seek knowledge and awareness of the community and tourists in maintaining and conserving existing natural resources, with the following management directions: a) Make posters about the threat of ecosystem damage around the coastal area. Socializing to the community to maintain and preserve existing natural resources. b) Spatial planning of the area according to conservation rules so that the activities carried out do not disturb the balance of the environment. c) Seeking the existence of local regulations on the preservation of areas or conservation of areas.

Strategy 7: Seek the existence of security guards around the tourist attraction area of Pasie Lembang village, with the following management directions: a) Establish security posts around the coastal area, b) Conduct sharia-based tourism patrols.

6. Regional Planning Recommendation

In planning the tourist area of Pasié Lembang Village, it will also consider elements of urban design that support the formation of a visual structure of the city and the creation of an environmental image that can be used in the arrangement and development of the area. The elements are Hamid Shirvani, 1985):

7. Land use

In principle, *land use* is a land use arrangement to determine the best choice in allocating certain functions, so that in general it can provide an overall picture of how the area in an area should function. *Land use* is beneficial for development as well as controlling development investment. On a macro scale, *land use* is more multifunctional / *mixed use*.

The planned land use consists of public and *private* areas. Public areas are areas with public land use and are *free* to enter them such as places of worship (mosques / prayer rooms), while private tourist areas require a set of rules to enter them such as ticket fees, security, parking, cleaning fees, and others, as below: Based on the picture above, we can see that, the function of each region or zone of the region is:

Entrance Zone

The entrance to the Pasié Lembang tourist attraction is designed while maintaining the geographical condition of the village.



Figure 1. Entrance Zone

Parking Lot

Location determined as a place to stop vehicles that are not temporary to carry out activities for a period of time.



Figure 2. Parking Zone

Tourist Attractions Zone

In the tourist attraction zone, Pasie Lembang village has a very large potential to be developed. In this planning, the tourist attraction zone in Pasie Lembang village is divided into 2, namely: natural tourism and artificial tourism.



Figure 3. Natural attractions zone

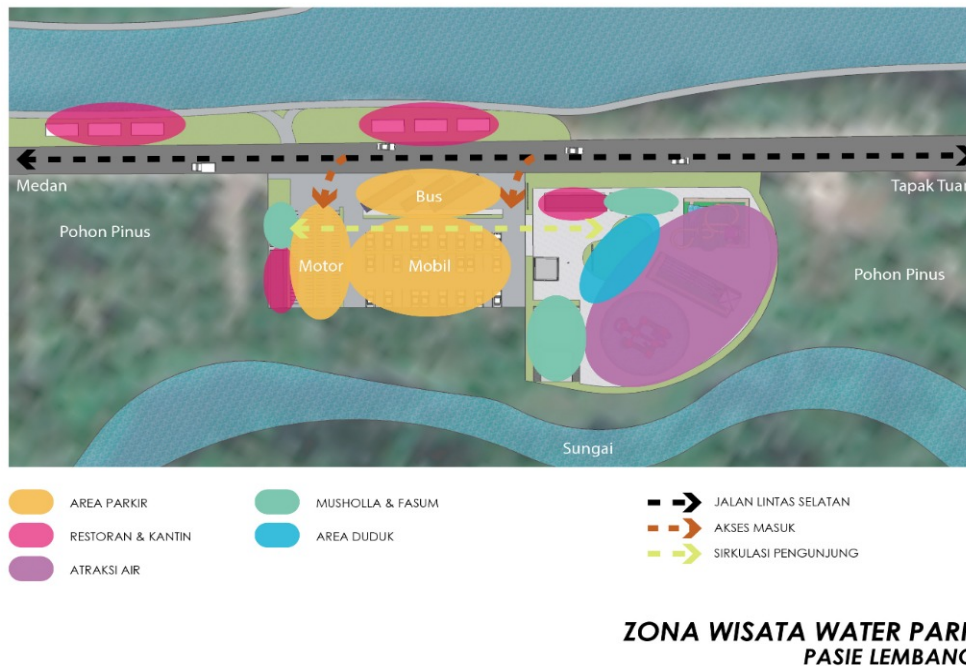


Figure 4. Artificial attractions zone

V. Conclusion

The conclusions from the preparation of the master plan for the Pasie Lembang village tourist area are the following reasons: 1) Pasie Lembang village is located in South Kluet District, where in accordance with the mandate of the RTRW of South Aceh Regency that the Pasie Lembang area is in the area of natural and artificial tourism designation. 2) Pasie Lembang Village is very suitable for tourism development with the concept of ecotourism which focuses on nature conservation.

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