

## The Natural Attraction towards Coastal Ecotourism in Pasaman Barat, Indonesia

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**ABSTRACT :** Tourism is an industry that can increase the growth, economy and welfare of people in an area. In developing tourism, it is necessary to develop a tourist attraction. The coast of West Pasaman district has the potential to be developed into a tourist destination, with a coastline of 152 km. With the development of a tourism will have benefits and disadvantages. Ecotourism is one of the conceptual concepts of tourism that can provide economic benefits for local communities and is responsible for the preservation of the surrounding nature. The purpose of this study is to analyze the application of perception-based ecotourism in West Pasaman Regency. This study used a mixed method, namely qualitative with field survey studies and conducting interviews and quantitative by distributing questionnaires. The findings in this study will be the basis for researchers in recommending the most appropriate action in developing ecotourism-based coastal natural attractions in West Pasaman Regency.

**KEYWORDS:** West Pasaman, Perception Natural Attraction, Ecotourism.

### I. INTRODUCTION

Tourism is an industry that continues to develop along with the increase in the quality of life and income of a person (Ginting, 2018). The tourism sector can increase the economic growth of a region. The existence of tourism, of course, can encourage and have a double effect in society (Lubis, 2012; Aryunda, 2011). If an area is underdeveloped, if it has potential and attractive tourist attractions, it can certainly be developed so that it becomes a potential tourist destination (Kušen, 2010). Therefore, if an area has good and attractive tourism potential, it will have benefits in helping the development and growth of an area so that it becomes a better area.

The West Pasaman Coastal area, seen from its natural potential, has a very beautiful view and panorama which can be used as a profitable tourist destination with sloping and sandy beaches being its own attraction. However, with the abundant natural potential, the West Pasaman coastal area is not developed even though many potential attractions are found here. Therefore, it is necessary to develop a tourist attraction, where tourist attractions can attract and increase the interest of tourists to visit (Ginting, 2018). Tourist attraction is a form of tourist activity that can attract the desire of tourists to come to a place (Marpaung, 2002).

In developing a tourist destination, you should know what tourists want and want (Zebua, 2016; Tuwo, 2011). In a tourism activity, perception is an assessment carried out by tourists in providing an overview to understand a tourist destination environment (Fentri, 2017), thus, perception is a way to be able to know the object or the environment around with all forms of events in it (Walgito, 2010). In managing tourism, the most appropriate concept is to use the concept of ecotourism which is a form of tourism that is responsible for the preservation of nature, can maintain community culture, and can provide economic benefits for the community (Fandeli, 2005; Tuwo, 2011; Birawa, 2016). Using the ecotourism concept in tourism development will certainly have a positive impact on the community and the natural environment. This is the background of this research to examine how to develop ecotourism-based natural attractions by focusing on conservation factors and community participation as elements of ecotourism. Based on the analysis of problem identification in this study, what is the condition of the development of natural attractions based on coastal ecotourism in West Pasaman Regency.

## II. LITERATURE REVIEW

### A. Coastal Natural Attraction

In the sense that natural attraction is everything in tourism development that is focused on nature, which can be in the form of nature, beaches, geographical formations from the situation of tourist destinations and natural resources (Middleton, 2001). One of the factors that is very influential in developing the attractiveness of an area is the identity element of the area, which can be in the form of natural landscapes, culture, and traditional buildings (Ginting, 2017).

There are eight elements of tourist attraction in the form of beaches that can be developed into tourism potential, namely, the beauty, security or safety on the beach, the type and color of the sand, the variety of activities, cleanliness and security, and the width of the beach which can be measured at the lowest tide (Dirjen PHKA, 2003). Tourism potential and coastal tourism attractions are of course very much determined by the beauty of the coastal scenery, as well as the distinctive ecosystems that are around it (Rifan, 2012). Therefore, a tourist attraction in a coastal area can be in the form of coastal stretches, seascapes, and the seabed (PP No. 50 of 2011).

With a clean environment, tourists will certainly get satisfaction so that they can attract tourists to come back (Assaker, 2011). In the development of coastal tourism, of course it is mass, very limited space for visitors, and young people destroy nature (Ketjulan 2010). With the increase in the number of tourists, it will certainly have an impact on increasing products and facilities to meet the needs of tourists, so that the amount of garbage and waste will increase which will certainly have an impact on the quality of the cleanliness of the coastal environment (Violina, 2016). who visit there, thereby reducing the interest of tourists to visit again (Buana, 2015)

There are factors that greatly influence the interest of tourists to visit coastal tourism so that it becomes a special attraction, namely the uniqueness of the region (Setiawan, 2016; Wilkes 2016). Basically, coastal areas have the potential for biodiversity in the coast and sea (Sihasalé, 2011; Tuwo; 2011). The factors forming the value of coastal natural attractions can be seen in table.1.

Table 1. Coastal Natural Attraction.

Reference	Element
Ginting (2017), Middleton (2009),	Beauty
Dirjen PHKA (2003)	Natural
Dirjen PHKA(2003) Assaker	Cleanliness and
(2011) Violina (2016), Buana (2015)	Comfort
Tuwo (2011), Sihasalé (2010),	Uniqueness
Wilkes (2016),Setiawan (2016)	Natural

### B. Ecotourism

Ecotourism is a form of tourism concept that emphasizes responsibility for natural conservation, can provide economic benefits, maintains local culture and wisdom, and includes aspects of education and interpretation of the natural environment and community culture with ecological management (Tuwo, 2011).

Definition of ecotourism is also contained in the Ministerial Regulation No. 33 of 2009 on guidelines for ecotourism in the area, ecotourism is an activity of nature tourism activities in the area that is responsible with regard elements of education, understanding, and support for the efforts of conservation of natural resources, as well as increased revenue local community. Conceptually ecotourism is a concept of sustainable tourism development that aims to support efforts to conserve the environment (nature and culture) and increase community participation in management so as to provide economic benefits to local communities (Birawa, 2016). The factors forming the value of ecotourism power can be seen in table 2.

Table 2. Ecotourism

Reference	Element
Tuwo (2011), Birawa, (2016) Perment (2009)	Conservation
Tuwo (2011), Birawa, (2016) Perment (2009)	Public Perception

**C. Public Perception**

public perception is an opinion or assessment made by tourists in interpreting an environment or tourist destination (Fentri, 2017). That way perception is a way to be able to know the object or the environment around with all forms of events in it (Walgito, 2010). The factors forming the value of people's perceptions can be seen in table 3.

Table 3. Public Perception

Reference	Element
Fentri (2017)	Assessment
Walgito (2010)	Experience

**III. METHODS**

**A. Research Sites**

The location in the research is in the coastal area of West Pasaman Regency. The determination of this research was carried out on the basis of the following considerations: 1. The location of research tourism is very easy to access and very well known by the wider community 2. It is predicted that it will become one of the mainstays of tourism in West Pasaman Regency. easy to access, namely the Air Bangis Coastal Area, and the Sasak Coastal Area.



Fig. 1. West Pasaman Coastal Research Location

## B. Data collection technique

In this study, data collection techniques were carried out using several methods adapted to the required information, namely first. Field observation this method is used to see directly the potential of natural attractions and what is there and the condition of the tourist objects directly, Secondary data this method is carried out in this research by way of not directly going to the research location, but through documents related to this research, Questionnaire this method is used to assess the list of questions used to determine the attractions that exist in tourist locations and the role of local communities in developing this coastal tourist attraction. The respondents consisted of 100 respondents consisting of tourists and local people. Respondents were selected by purposive sampling method.

The data analysis in this study was carried out using the concept of coastal tourism attraction. In the assessment of the readiness of coastal tourism attractions, an assessment was carried out by following the conceptual design of ecotourism to measure tourist attractiveness at the study location based on the data obtained, an assessment scale was used to identify tourist attractions at the study location. The calculation of tourist attractiveness at the location is based on the normal distribution obtained from the average value and standard deviation (Marisa & Yusof, 2020)

Table 4. Based Tourism Scale	Tourist attraction	Average value	Ecotourism- Attraction Rating
	Very Low Traction	$1 \leq x < 1.8$	
Low Traction	$1.8 \leq x < 2.6$		
Medium Attraction	$2.6 \leq x < 3.4$		
High Traction	$3.4 \leq x < 4.2$		
Very High Attraction	$4.2 \leq x \leq 5$		

source : Marisa & Yusof, 2020.

## IV. RESULTS AND DISCUSSION

### A. The natural beauty of West Pasaman Coastal ecotourism is based on perception

In developing ecotourism, the tourist destinations that are most in demand by ecotourists are natural regional attractions (Fandeli, 2005). Ecotourism when seen as a product is a tourist attraction based on natural resources (Helmut, 2006). Natural environment is the main destination for tourists in ecotourism activities ((Kaltenbom & Bjerke, 2002). Therefore, the main attraction of ecotourism natural beauty lies in the natural and beautiful natural environment.

Based on the results of observations of the natural beauty of the coast of West Pasaman Regency, it is located in a variety of landscapes around it, where there are clusters of islands and a stretch of hills, with a wide stretch of sand, but on the color of the sea water and brown, this color is through the observation of researchers due to the river estuary. which flows directly to the sea.





Figure 2. Natural Beauty of West Pasaman Coast

Based on the results of distributing questionnaires (Table.5), the total average value of the natural attractiveness of ecotourism on the natural beauty of perception-based ecotourism obtained a value of 3.81. Through the rating scale, that the total average value of the overall natural beauty of West Pasaman coastal ecotourism is included in the attractiveness scale with a high category. Where the need for a group or organization to support tourism activities is the highest assessment aspect with the highest average value of 4.44, while the lowest assessment of the natural beauty of ecotourism based on perception is that coastal land must be free from all kinds of physical buildings with an average value of 3.94 (table.5)

Table 5. Average Value of West Pasaman Ecotourism Coastal Natural

Perception-Based Natural Ecotourism Attraction	Question	Average value		Average value		Average Value Overall Score
		Local Sasak Community	Sasak Tourists	Local Air Bangis Community	Air Bangis Tourists	
The Beauty of Perception-Based Ecotourism	I feel the scenery is beautiful with a natural and beautiful environment	4,56	4,28	4,72	4,08	4,41
	I had a wonderful and valuable experience at this tourist location	4,04	4,28	4,52	4,04	4,31
	With the natural beauty of this tourist location, I feel that the community must be able to accept the economic impact	4,36	4,56	4,6	4,16	4,42
	In the management of coastal land, it should be carried out by local communities	4,08	4,08	4,24	3,6	4,00
	I feel that the management of tourism objects should be directed towards preserving the environment and natural resources	4,44	4,52	4,12	4,44	4,38
	I feel the need for an organization or community group to support tourism in this location	4,6	4,44	4,28	4,44	4,44
	In managing tourist objects, I feel the need for policies or rules in managing tourism activities	4,48	4,28	4,36	4,44	4,39
	I feel that the coastal land should be free from all forms of physical structures	4,08	3,84	4,2	3,64	3,94
	I feel that buildings on the coast can be built so that local people can increase their source of income	4,04	3,84	4,28	3,72	3,97
<b>Total Average Value</b>		<b>3,85</b>	<b>3,81</b>	<b>3,89</b>	<b>3,65</b>	<b>3,81</b>

Source: Personal Analysis, 2021

B. Cleanliness and Comfort of West Pasaman Coastal Ecotourism

There are several criteria in assessing the comfort of natural attractions in the form of beaches, namely that at the tourist location, there must be no trash (odor free); Absence of scribbles (vandals); Free from noise; No animal disturbance; And the absence of human interference (Dirjen PHKA, 2003). The quality of cleanliness greatly affects the comfort conditions for tourists (Violinaa, 2016). A tourist perception is very influential in forming the total image of the tourist destination (Gatner, 1993). That way the cleanliness and comfort factor of a tourist destination greatly affects the image of the tourist destination.

According to the results of observations by researchers at the location of this study, there was a lot of garbage scattered about and caused a very strong odor, and there were still livestock in the form of cows that were left by residents to roam on the edge of the beach, which was certainly very disturbing to visiting tourists. In addition, at tourist locations, there are no acts of thuggery because when entering, a fee ticket has been provided by the community group in collaboration with the local government.

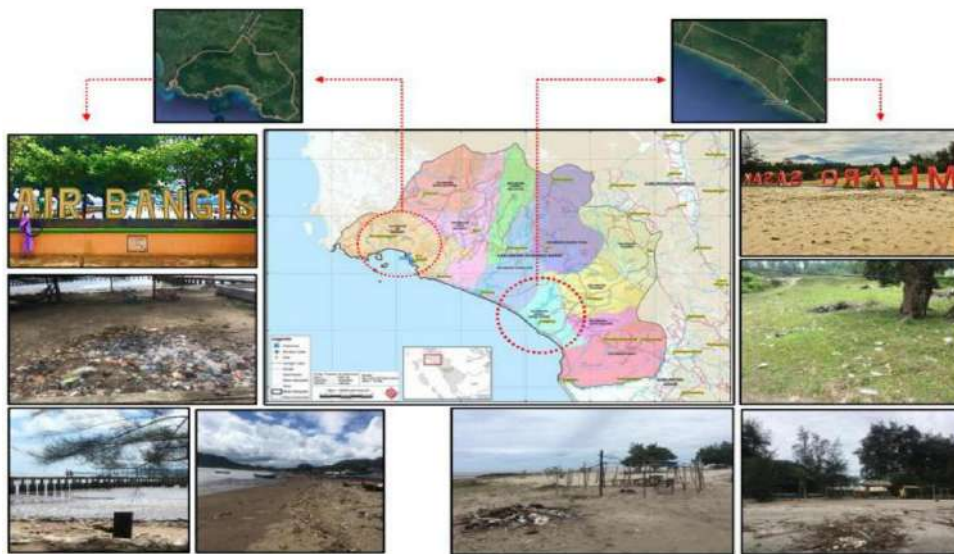


Fig. 3. Cleanliness and Comfort of West Pasaman Coast

Based on the results of distributing questionnaires, the total average value of natural ecotourism attractiveness on the cleanliness and comfort of perception-based ecotourism obtained a value of 3.89. Through the rating scale, that the total average value of the overall cleanliness and comfort of West Pasaman coastal ecotourism is included in the attractiveness scale with a high category. Where the aspect when being at a tourist location can increase awareness of protecting the environment is the highest assessment aspect with the highest average value of 4.01, while the lowest assessment of the cleanliness and comfort of ecotourism based on perception is that aspects of the beach location must be free from trash, odors, noise, and animal disturbance 3.54

Table. 6. Average Value of Cleanliness and Comfort of West Pasaman Ecotourism Coast

Perception-Based Natural Ecotourism Attraction	Question	Sasak Average Value		Air Bangis Average value		Average Value Overall Score
		Local Community	Tourists	Local Community	Tourists	
Cleanliness of Perception-Based Ecotourism Convenience	I feel that this beach location is free from trash, smells, noise, and animal disturbances	4,12	3,84	3,04	3,16	3,54
	I feel that this coastal location is free from the influence of ports, settlements, factories, and sources of environmental pollution	4,12	3,84	3,48	3,04	3,71
	There is good service at tourist sites such as language skills, friendliness, and the ability to direct tourists	4,28	3,84	3,84	3,32	3,82
	I feel that waste management is good at tourist sites and with the availability of trash cans and not littering	3,96	3,84	3,68	3,48	3,74
	At this tourist location, I feel that the community plays a role in controlling waste	3,96	3,92	3,88	3,56	3,83
	When I am at a tourist location, I feel that I can increase my awareness about protecting nature	4,2	4,04	3,76	4,04	4,01
<b>Total Average Value</b>		<b>4,11</b>	<b>3,89</b>	<b>3,61</b>	<b>3,43</b>	<b>3,89</b>

Source: Personal Analysis, 2021



C. The uniqueness of West Pasaman Coastal Ecotourism

The coastal area is a gathering place for ecological and physical components that are interrelated and interact (Djunaedi, 2011). In the coastal area there is an ecosystem that has biodiversity in the form of coral reefs, mangroves, estuaries, and laum (Tuwo, 2011).

Based on the results of field observations on the West Pasaman coastal location, there is no uniqueness of nature, but there is a natural phenomenon by the surrounding community called Pusa-pusa, which is a circle in swirling water that can suck up any passing object. Where this story is strong with the folk tale where every descendant of the king who passes through these pusa-pusa must not be able to sail, besides that there are rows of cypress trees that add to the beautiful visual impression on the coast of West Pasaman Regency.

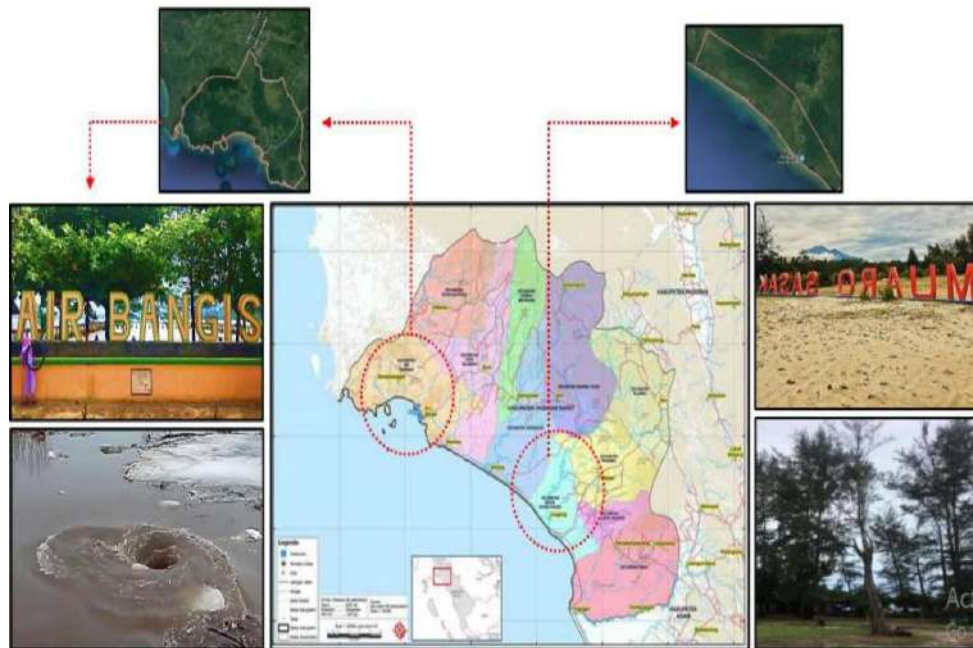


Fig.4. The uniqueness of the West Pasaman Coast

Based on the results of distributing questionnaires, the total average value of natural ecotourism attractiveness to the uniqueness of perception-based ecotourism obtained a value of 4.04. Through the rating scale, the total average value of the uniqueness of West Pasaman coastal ecotourism is included in the attractiveness scale with a high category. Where the aspect of the need for activities to protect coastal ecosystems is the highest assessment aspect with the highest average value of 4.24, while the lowest assessment of the uniqueness of perception-based ecotourism is the aspect at this location there are various kinds of flora and fauna diversity with an average total value of 3.75

Table. 7. Average Value of West Pasaman Ecotourism Coastal Nature

Perception-Based Natural Ecotourism Attraction	Question	Sasak Average Value		Air Bangis Average value		Average Value Overall
		Local Community	Tourists	Local Community	Tourists	
The Uniqueness of Perception-Based Ecotourism	I feel that this beach location is free from trash, smells, noise, and animal disturbances	4,08	3,64	4,2	3,92	3,96
	At this tourist location, I feel that there is a diversity of coastal ecosystems (mangroves, seagrass beds, estuasia, and coral reefs)	3,88	3,52	4,44	3,76	3,90
	I feel that at this tourist location there are various kinds of flora and fauna diversity	3,76	3,2	4,2	3,84	3,75
	With this uniqueness of nature, I feel that local people should be able to benefit economically	4,2	4,04	4,28	4,24	4,19
	I feel at this tourist location there needs to be an activity that protects the coastal ecosystem	4,2	4,24	4,2	4,32	4,24
	At this tourist location, I feel that the community manages natural resources with good management and does not destroy nature	4,28	4,16	4,32	3,96	4,18
	<b>Total Average Value</b>		<b>4,07</b>	<b>3,80</b>	<b>4,27</b>	<b>4,01</b>

Source: Personal Analysis, 2021

## V. CONCLUSIONS

Based on the results of the analysis of the coastal ecotourism tourism attraction of West Pasaman Regency, it is necessary to have further studies regarding the analysis of supporting facilities in developing natural attractions in the coastal areas of West Pasaman Regency which are based on ecotourism, so that tourists can enjoy and feel the natural beauty and uniqueness of the coastal nature of Pasaman Regency. West. In addition, cleanliness in the form of garbage is a major problem and a challenge in developing the attractiveness of coastal ecotourism in West Pasaman. Of course this can imply asking tourists to visit the West Pasaman coast.

Of the various kinds of problems faced in the development of coastal areas in West Pasaman Regency, there are several solutions, namely; The government should support and cooperate with the community by making regional regulations where in the location of the coastal area in West Pasaman, waste is the main problem. With a tourist location that is free of trash, tourists will certainly feel comfortable and at home so that it leaves a good impression on these tourists.

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