

# STRATEGY FOR SUSTAINABLE MARINE TOURISM DEVELOPMENT IN KONENG BEACH, DUMAI CITY, RIAU

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## ABSTRACT

Koneng Beach is one of the beaches located in Teluk Makmur Village, Medang Kampai District, Dumai City, Riau Province, which has tourism potential. However, the potential of Koneng Beach has not been accompanied by the development of new tourism, facilities tourism, accessibility and attractions that support tourist appeal. The first stage in this study determines the potential resources owned by Koneng Beach with the concept of Sustainable Coastal Tourism (SCT) and 4A (Attraction, Accessibility, Amenity and Ancillary). Sustainable tourism development is based on eight aspects of tourism development. The priority strategy for developing Koneng Beach tourism is to use the Analytical Hierarchy Process (AHP). The results of the AHP analysis show that the priority strategies for developing Koneng Beach tourism are business tourism, community involvement tourism, and marine tourism.

**Keywords:** Tourism Development Strategies, Sustainable Coastal Tourism, AHP

## 1. INTRODUCTION

Coastal areas, according to Law Number 1 of 2014, are transitional areas between terrestrial and marine ecosystems affected by changes in land and sea. As an archipelagic country, Indonesia has a coastline of approximately 81,290 km. This shows that Indonesia has an extensive coastal area with many beaches with excellent tourism potential. Dumai City is one of the cities in Riau Province, as a developing autonomous region. The potential and superior resources in Dumai City are in fisheries, agriculture, plantations, hydrocarbons and minerals<sup>1</sup>.

Teluk Makmur Village is a village located in Medang Kampai District, Dumai City, Riau Province, which has many coastal tourist destinations and has the potential for tourism development such as marine tourism, nature tourism, and cultural tourism such as One of them is Koneng Beach. Koneng Beach is located in Teluk Makmur Village, Medang Kampai District, Dumai City, Riau Province. The location is about 19 km from the city center. Initially, Koneng

Beach was a port for loading and unloading oil palm land owned by Mr. Koneng; until 2007-2013, Mr. Koneng built the land into beach tourism and spent hundreds of millions of IDR because he saw a promising business opportunity. For the progress of Mr. Koneng's business in utilizing tourism potential, opportunities and strategies need to be designed.

The potential of Koneng Beach has not been accompanied by the development of new tourism, tourism facilities, accessibility, and attractions that support tourism appeal, so it needs to be optimized so that efforts to develop the beach are successful and able to manage sustainable marine tourism in the coastal area of Teluk Makmur Village. With this description, the author is interested in conducting research entitled "Sustainable Marine Tourism Development Strategy at Koneng Beach, Dumai City, Riau Province.

## 2. RESEARCH METHOD

### Time and Place

This research was conducted from June 24 to July 20, 2024, at Koneng Beach,

Medang Kampai District, Dumai City, Riau Province. This location was chosen intentionally (purposely) as a research location, considering that this location has characteristics that support the research topic.

### Method

Research methods are collecting data, analyzing it, and providing interpretations related to research objectives<sup>2</sup>. This study uses a quantitative and qualitative approach with a survey method by conducting direct observations in the field. The survey method is a method for obtaining facts about problems that arise. The study does not need to be in-depth to investigate the causes of symptoms and analyze the relationship between symptoms<sup>3</sup>.

The population in this study included all members of the beach management group, beach owners, and tourists. Respondents were taken by accidental sampling with a total of 10 respondents. Accidental sampling is a sampling technique based on chance; anyone who happens to meet the researcher can be used as a sample if the person who was met by chance is considered suitable as a data source<sup>4</sup>.

### Data Analysis

Research data analysis was carried out in 3 stages, namely (a) The potential of Koneng Beach was determined by sustainable Coastal Tourism (SCT) data according to WTO<sup>5</sup>, which consists of 3 aspects, namely environmental aspects, economic aspects and social aspects and 4A (Attraction, Accessibility, Amenity and Ancillary). (b) Sustainable tourism development is based on eight development elements: development of unique and public facilities, development of infrastructure accessibility to tourist destinations, development of tourist attractions, development of investment, development of tourism industry, development of community empowerment and assistance, tourism image and promotion. (c) Sustainable tourism development strategies

are analyzed using the AHP (Analytical Hierarchy Process) application Expert Choice to determine the priority strategies for developing Koneng Beach tourism.

## 3. RESULT AND DISCUSSION

### Sustainable Coastal Tourism (SCT)

Sustainable Coastal Indicators Tourism<sup>5</sup> the study results show that (a) the Environmental aspect, Koneng Beach has a mangrove conservation area around Koneng Beach as a spawning area for fish species and adds to the beauty of the coastal panorama. It has a spot to watch the sunset, and there are types of trees and coastal fish. This means that Koneng Beach has become a sustainable coastal area from an environmental aspect. (b) In economics, people sell around the beach and pay the Koneng Beach manager rental fees. Then, a joint business group (Kube) of fishermen acts as a form of community empowerment. (c) In terms of social aspects, there is a local culture. The community on Koneng Beach holds thanksgiving and religious studies as an annual agenda to increase the spiritual value of the community.

### Sustainable Tourism Development Based on Tourism Development Aspects

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism development is tourism development that is adapted to what is needed by tourists and the community by protecting and growing tourism potential in the future<sup>6</sup>. The development is:

**Public Facilities:** bathrooms for men and women, separate shower rooms, clean water, prayer room, food stalls and food vendors, gazebo, parking area, garbage disposal and cleaning staff, availability of electricity, souvenir shop, internet network availability, directions, welcome board. **Special Facilities:** the construction of a cafe or coffee shop that is currently trendy among young people is still in development.

**Accessibility and Infrastructure:** accessibility can be achieved quickly via the toll road, and the road conditions to Koneng

Beach are still sandy clay and not yet paved. **Tourist attractions include** white sandy beaches and locations close to the city center. While there are no tourist attractions yet, additional tourist attractions such as water/beach volleyball are hoped to be added.

**Development of the tourism industry:** availability of accommodation for visitors, availability of food and beverage service activities, availability of passenger transportation and it is hoped that **Community Empowerment and Assistance:** Joint Business Groups (Kube) and participating in social contribution and group cooperative programs. **Investment development:** Koneng Beach cooperates with PT. UMK with 25% shares and 75% shares of Koneng Beach owners. **Image and promotion:** promoted on social media Instagram with the accounts Pkueverywhere, Sepdum (Around Dumai) and the salsa wisata blog.

#### **Sustainable Tourism Development Strategy with Analytical Hierarchy Process (AHP)**

Priority strategy development using AHP (Analytical Hierarchy Process) analysis<sup>7</sup>. In the AHP analysis, two stages of comparison are carried out. The first stage compares the criteria and then between sub-criteria. Comparison of criteria by related stakeholders. The comparison of these criteria is processed into a pairwise comparison matrix using Expert Choice. The priority factors for developing Koneng Beach Marine Tourism will be known

through application processing. From the results of the AHP analysis, business tourism received the highest priority level compared to community involvement tourism and marine tourism, which was 48.6%.

The second priority level was community involvement tourism at 28.4% and marine tourism at 23%. In this case, the development of marine tourism on Koneng Beach, the priority factor that was developed was business tourism, such as the availability of culinary, food and beverage businesses, accommodation business, vehicle rental/transportation services, souvenir services, organizing entertainment and recreation activities, tourism information services that support tourist activities during their trip to Koneng Beach.

#### **4. CONCLUSION**

Koneng Beach's tourism development strategy falls into the category of Sustainable Coastal because it can meet the needs of tourists from an environmental aspect, namely having a mangrove conservation area around the coast as a spawning area for fish species and adding to the beauty of the coastal panorama, having a spot to watch the sunset, there are types of trees and coastal fish, from an economic aspect the community contributes and participates in the management of coastal tourism and there is a joint business group (Kube) and from a social aspect the community around Koneng Beach holds thanksgiving and religious studies as a routine and annual agenda to increase the spiritual value of the community.

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