

PROSPECTS OF FISHERY AND TOURISM INDUSTRY IN PULAU BANYAK VILLAGE LANGKAT DISTRICT

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Abstract

The fisheries development can be integrated with varieties activities in tourism sector. Fisheries tourism is a tourism activity based on fishing activities, such as catching, cultivating, processing, and marketing. Pulau Banyak village is one of the areas in Langkat Regency has fisheries potential that can be integrated with tourism and become a tourist destination. This study attempts to explore the profile of tourism activities and develop the product that occur in Pulau Banyak Village. Moreover, a tourism development strategy for Pulau Banyak Village can be formulated. The research was conducted using qualitative descriptive methods. The development strategies was analyzed using SWOT matrix. Data were obtained through observation, interviews, and focused discussions with research respondents. The findings revealed that Pulau Banyak Village as a tourist destination has become a special interest tourism package with a fisheries-themed outbound as the main attraction. It was also supported by the existence of a cultivation pond complex and natural river waters. Fishing tourism products can be developed in Agrotourism Education and Tourist Village Tour packages. The strategy for developing fisheries tourism in Pulau Banyak Village includes; developing thematic and cross-regional based tourism packages, improving the completeness of facilities and accessibility, marketing and promoting attractive and effective tourism products, increasing investment, and strengthening the capacity of tourism managers and existing institutions.

Keywords: *opportunities, business, fisheries, tourism*

INTRODUCTION

Some tourism experts have been realizing the tourism development by empowering agricultural land in rural areas which has the potential as an alternative tourist attraction. Many studies have been carried out related to the development of tourism based on agricultural resources, called agrotourism. The findings revealed that there has been a shift in tourist interest related to the tourism products. There is a tendency that the tourists want to do various tourist activities in a quiet and natural locations which have fresh air and unique attractions. These rural areas generally have these characteristics. Encountering this phenomenon, it is needed to develop a synergy relationship between tourism and agriculture by forming friendly environment and fair alternative tourism like agrotourism. Agrotourism or agricultural tourism is a series of tourist travel activities that use agricultural sectors from managing the production to obtaining agricultural products in

various systems to expand the knowledge, understanding, experience, and recreation in the agricultural sector (Nurisjah, 2001). The development of agrotourism in rural areas based on local communities will provide many benefits, not only for rural communities but also urban communities to understand and appreciate the agricultural sector. Moreover, it can become an educational attraction. Agriculture and animal husbandry are the pioneer in the development of Agrotourism. From the potential prospect of agriculture and animal husbandry, agrotourism will develop in the future. Indonesian rural areas have a potential agricultural land and livestock, such as in Lamajang Village and Bandung Regency. Agriculture in Lamajang Village has been developing regarding to the rapid growth of livelihoods of the people in Lamajang Village. Most of them make their living as farmers who plan rice, fruit, vegetable and other medicinal plant farmers.

LITERATURE REVIEW

In accordance with Law Number 9 in 2010 concerning Tourism, tourist objects and attractions known as tourist destinations are the main issue or strategic issue in tourism development. Tourist destinations are grouped into natural, cultural and artificial tourism. Besides these three types of tourism, there is another one that requires special intervention and special attention, which is called special interest tourism.

The main tourism attraction is packaged in the form of fisheries-based tourism. This tour provides education to learn about fish farming. It will then be followed by activities in the form of catching or playing with fish as a fun activity (refreshing). Tourism with a fisheries theme can also be combined with other tourism activities, such as exploring the river around the tourist area by boat. Moreover, the tourists can visit to the fish cultivation pond complex where they can learn about fish cultivation or buy seeds if they are interested in cultivating fish at home. There is also a choice of several fishing spots available at several fishing spots, namely along river flows and in fishing ponds. There is also culinary tourism which can complement the ecotourism activities. The tourists or visitors can enjoy the process of fishing found in Pulau Banyak Village.

Tourism development in Pulau Banyak Village can be developed by using a development strategy approach which is explained in several development plans (Sunaryo, 2013). For the development of tourist objects and attractions, they can create several themes according to the character of the objects and attractions. These unique objects and

attractions can be integrated with one another. The thematic development of tourist objects and attractions can be adjusted to the tastes and needs of the tourist or visitor market. The complete development of tourism products can be seen in the following picture:



Figure 1. The fisheries tourism in Pulau Banyak Village still needs development

Tourism development is also conducted using a cross-regional tourism package model approach that combines the diversity of object characters and functions to optimize the development of tourism activities in Pulau Banyak Village. This tour package is created by involving other tourist objects across regions in one unified tourism system. Preparing tour packages also needs to consider the aspects of the convenience and comfort of tourists in enjoying tourism activities, including the characteristics and motivation factors of existing tourists (Mulyani & Wirakusuma, 2016).

METHOD

Research on the prospects on fisheries and tourism opportunities in Pulau Banyak Village can be developed as an object and destination on Sumatera Island. This research attempts to formulate a profile of tourism activities and development in the Pulau Banyak Village area and improve a development strategy. The research was conducted using qualitative descriptive methods (Moleong, 1995). The location of the research is Pulau Banyak Village, Langkat Regency. The research was conducted during March - July 2022. The data used in this research is primary data. The data was obtained directly from the results of in-depth interviews and focus group discussions (FGD) with stakeholders related to the research. Moreover, the information about fishing prospects, tourism activities and documentation of activities was obtained from interviews and direct observations from 20 main actors. Directed discussions were also held with fisheries groups and tourism awareness groups (pokdarwis) to obtain input or information regarding fisheries tourism activities. The secondary data used in the research include fisheries production data, tourist activity data, and other documentary data.

The tourism profile in this research is presented in the form of information data, attractiveness, accessibility, facilities, infrastructure, market aspects, and regional investment. Tourism development is formulated using a thematic approach and regional context. Meanwhile, the development strategy is analyzed using SWOT analysis (Rangkuti, 2006).

RESULTS AND DISCUSSION

The development of tourism activities is an effort conducted in a structured and planned manner to improve the tourist attractions to be marketed or promoted (Yoeti, 2008). The tourism development strategy is formed as a direction and goal to be achieved. The tourism development strategy is described in the SWOT matrix which describes how the external opportunities and threats faced by tourism activities can be adjusted to existing strengths and weaknesses. This tourism development strategy can be seen in the following table:

	Strength	Weakness
	<ul style="list-style-type: none">- Strategic location between the economy and trade centre.- Fish cultivation is in the area- The existence of a river as fishing area- Fish processing unit develop	<ul style="list-style-type: none">- The limited land for developing production scale fisheries areas- Environmental factors (temperature and weather) that are susceptible to influencing

	in society - Access to Pulau Banyak Village is easy and not far from the main road - Tanjung Pura Pulau Banyak Village is known as a cultural and religious tourist destination	fishing activities - New area development investments involve local investors
Opportunity (O)	Strategy S-O	Strategy W-O
- Tourism and fisheries activities can synergize with each other. - Development of areas that can be cross-sectoral and cross-border. - Potential and special interest travel market	- Development of tourism facilities with a variety of tourist activities. - Development of complete tourism infrastructure based on thematic and cross-regional. - Marketing and promotion through attractive and effective media to the tourist market	- Fisheries development that emphasizes aspects of continuity of products offered to tourists. - Increased investment to complete the facilities and infrastructure of tourism activities.
Threat (T)	Strategy S-T	Strategy W-T
- The emergence of a variety of new tourist destinations in various regions. - Egos sectoral in government agencies and regional stakeholders	- Increasing the capacity of tourism object managers and community institutions (pokdakan, pokdarwis etc.).	- Strengthening coordination across agencies, development sectors and regional stakeholders;

Tourism supporting facilities (amenities) are supporting facilities that need to be prepared in a tourist area. For example, tourists who come from remote places generally need lodging in the form of hotels, tourist cottages or guest houses. Lodging accommodation in addition to providing added value for homeowners, also provides opportunities for tourists to socialize and get to know the daily life of the local community (Widuri, 2017). The development of fisheries tourism in Pulau Besar Village also requires the availability of adequate amenities for the needs and comfort of visitors or tourists who visit. In special interest tourism, accommodation adapts to what the tourist needs. The facilities that are already available in the Banyak Island such as parking lots, toilets, mosques, and information offices. While the facilities that can be equipped in the existing tourist complex include:

- Entrance gate
- Tourist information in the form of leaflets, brochures, or booklets.
- Information boards and signs leading to attractions.

- Tourist information service system.
- Souvenir shops selling handicrafts/local products.

Besides amenities, another aspect that is also important is accessibility to tourist sites. The improvement of road infrastructure leading to tourist sites cannot be separated from coordination with the local government and related technical agencies, such as the Public Works Agency. The ease of vehicles (modes of transportation) to tourist sites also requires coordination with the local government and related technical agencies, such as the Transportation Agency. The role of the tourism office is also important to participate in providing input that the opening of regional access carried out is included in potential areas for tourism development. These thoughts and considerations can be material and input for local stakeholders.

The development of fisheries tourism can be done in several ways. Things that need to be considered in tourism development are in the form of two aspects, namely the product aspect and the market aspect. For the development of fisheries tourism, more emphasis is placed on the concept of products offered. Although the market aspect is also important to note, the sustainability and sustainability of tourism products are more important than the fulfillment of markets that tend to be dynamic. Tourism development will also be more effective with the support of strengthening institutions that manage tourism activities. Institutions can be formed to support existing tourism activities, include Tourism Awareness Groups (Pokdarwis). Pokdarwis membership consists of tourism actors who have concern and responsibility and act as a driving force to create a conducive climate for the development of tourism in their region and realize Sapta Pesona Pokdarwis moves independently with the source of strength from the village / village itself with all its potential. Pokdarwis also builds itself independently by prioritizing the potential of creativity because they have power over the development of the village / village with all the resources they have. Some objects that have succeeded in developing tourism activities, such as tourist villages spread across Indonesia, cannot be separated from the role of Pokdarwis formed by residents. It was these Pokdarwis that created a huge leap in the development of tourism that could be created in the local region.

The development of tourism and fisheries business can be done in several ways. Things that need to be considered in tourism development are in the form of two aspects, namely the product aspect and the market aspect. For the development of fisheries tourism, more emphasis is placed on the concept of products offered (product driven). Although the

market aspect is also important to note, the sustainability of tourism products are more important than the fulfillment of markets that tend to be dynamic. Pokdarwis moves independently with the source of strength from the village / village itself with all its potential. Pokdarwis also builds itself independently by prioritizing the potential of creativity because they have power over the development of the village / village with all the resources they have. Some objects that have succeeded in developing tourism activities, such as tourist villages spread across Indonesia, cannot be separated from the role of Pokdarwis formed by residents. It was these Pokdarwis that created a huge leap in the development of tourism that could be created in the local region. Pokdarwis is expected to be an agent of change by spurring the role and participation of the community in building the tourism potential of Tidar Dudan village. Local people participation and involvement include bringing innovation and making the appearance of tourist areas more attractive and comfortable (Nawawi, 2013) as well as the fulfillment of the completeness of tourist facilities and the application of Sapta Pesona (Prabowo et al., 2016). Mastery of information and communication technology by tourism actors will also be a strength in building a fishery tourism area in Pulau Besar Village, as well as being an effective means of tourism promotion. The ability of reliable tourism human resources in mastering and managing technology is one of the keys to the success of tourism object development (Utami et al., 2016). Thus, tourism is expected to make a real (significant) contribution to improving the economy and welfare of the local community.

Conclusion

Based on the research that has been done, it can be formulated as follows:

1. Fisheries tourism is a fishery-based artificial tourism that utilizes the existence of fish farming ponds along the river flow, natural river waters and fish processing activities cultivated by local people. The main attraction is outbound fisheries theme with supporting activities in the form of fishing, fish farming and fish processing. Road access to tourist sites is easy to reach, several facilities and infrastructure for tourists are available at the location, aspects of the market that are still dominated by domestic tourists (national) and investments that have not involved outside investors (private).
2. The fishery tourism products development can be packaged in several thematic products, namely outbound tourism, educational tourism, and MICE tourism.

Meanwhile, the development of cross-regional tourism packages can be packaged in Agro Education and Susur Kampung Wisata tour packages.

3. Fisheries tourism development strategy is conducted through several things, namely tourism development with a variety of tourism activities in it, development of completeness of thematic and cross-regional based fisheries tourism infrastructure, marketing, and promotion through attractive and effective media to the tourist market, fisheries development that pays attention to the continuity of products offered to tourists, increased investment.
4. Tourism facilities and infrastructure, increasing the capacity of tourism object managers and existing community institutions and strengthening coordination across development sector agencies and regional stakeholders.

Recommendation

The support for the development of this business does not only come from one or two agencies but is the responsibility of all components and various parties involved in it. Given that the tourism sector is cross-sectoral, its development requires the involvement of various sectors, such as the provision of roads for access, the fulfillment of public facilities (hotels, public transportation and so on) which certainly requires solid cooperation from various authorities. With the prospects and opportunities in the future, tourism in Pulau Besar Village if worked seriously will become one of the special interest tourist destinations and become a driving sector for development in Langkay Regency. Supporting the multiplier effect of tourism that can bring impact to the economic empowerment of local communities will be one of the strengths of tourism development in the future.

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