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Developing Fishing Tourism Destination Based on “Anak Nagari” Concept in Padang City

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Abstract. Spatial potentials and problems in coastal areas are complex, ranging from potential and economic problems, geographical vulnerability, social vulnerability to human resources and resources being managed less than optimal. This study aims to develop a fishing village based on the concept of “Anak Nagari” as a new tourist destination in the city of Padang with community empowerment. This research uses qualitative descriptive research method with scoring/weighting analysis and SWOT analysis (Strength, Weakness, Opportunity and Threat). The result obtained is the high potential of fishing village of Pasié Nan Tigo with its many attractions of fishing communities’ activities and original environment that can be developed as tourist destinations. Having high access of location close to the center of Padang City and Minangkabau International Airport as its strength and opportunity, Pasié Nan Tigo Fisherman Village is a fishing village which still holds a strong social and cultural life of “Anak Nagari”. It exists as cultural treasure in the middle of modern life, but at the same time can also be a threat for the development of fishing village.

Keywords: Development, fishing village, “Anak Nagari”

Introduction

Indonesia is the largest archipelagic country in the world with ± 17,508 islands and 95,181 km of coastline. Total area of Indonesia is approximately 9 million km² consisting of 2 million km² of land and 7 million km² of ocean with various potentials. Unfortunately, about 80% of coastal population, especially in developing countries such as Indonesia, are living in poor conditions with degraded coastal environment (Muhammad Syafii, 2015). Developing the potential of coastal resources to become a capital can be done by, one of them is, developing coastal tourism. West Sumatra Province has a coastline of approximately 375 km. The capital of attraction must be utilized optimally through the implementation of tourism in general which aims to increase regional income and improve people’s welfare, especially coastal communities. The problem often occur in the management of tourism in addition to decreasing the quality of the environment and the presence of insufficient facilities and infrastructure is the lack of integration

between the surrounding communities with the tourism area itself. This is because the benefits resulting from the presence of tourist areas have not been fully felt by the surrounding community and cause a lack of sense of ownership for the tourist area. In terms of the existence of the community, its cultural potentials such as traditional ceremonies and other local wisdom can be developed to support the tourism.

The city of Padang as the capital of West Sumatra Province is geographically a coastal city bordering the Indian Ocean. It has the potential of coastal tourism, maritime and cultural tourism as well as the potential of the fishery sector. One of the mainstay attractions in the city of Padang is a beach tour. The result of research by Haryani (2016) states that one of coastal tourism object in Padang City is coastal area of Pasié Nan Tigo (PNT) which is one of big fishing villages in Padang City and has coastal tourism potency. In addition to the tourism potential of fisherman village PNT, it has a variety of threats of abrasion and extreme haze that makes the coastal

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region increasingly apprehensive (Haryani, 2012 & 2014). Furthermore, another problem occurs in the area of Pasie Nan Tigo of Padang City is the absence of marine resources and coastal tourism utilization as optimal attractions. The Tourism Development Master Plan (RIPP) Padang 2008-2017 has established Pasie Nan Tigo as one of the coastal attractions, but the fact that there are no tourist attraction worthy of sale and the absence of representative facilities and facilities like a tourist attraction, in terms of environmental potential and culture is unfortunate.

Besides having the potential of coastal and marine tourism, Pasie Nan Tigo has also potential of fishing village as a tourist destination as an alternative of new tourist village destination in the city of Padang. Furthermore, it is expected that Pasie Nan Tigo fishermen can be developed as one of the tourist destinations which involves community participation so that one by one the problems that happened in the tourism field of Padang City can be resolved. By involving community participation in the management of fisherman's fishing village from planning, implementation to monitoring, it is expected to be an alternative source of livelihood for coastal communities, especially fishermen (Haryani, 2012 and 2014). Fisherman of Pasie Nan Tigo has a potential of fishing village worthy to be developed as well as one of the new tourist destinations in the city of Padang. The problem is how to develop this fisherman's area to become a tourist attraction of fishing village by involving community participation as a new tourist destination in the city of Padang. Land space, coastal and sea should be utilized optimally for the benefit of people. Spatial and tourism are elements that closely related to each other. Law no. 26 of 2007 on Spatial Planning mentioned space is a container that includes land space, sea space and airspace including space within the earth as a unity of territory where humans and other living creature conduct activities and maintain its survival. The coastal area is a unique area because it is a land and sea meeting as part of the space that needs to be managed properly. In Law No.27 of 2007 on the Management of Coastal Areas and Small Islands, coastal areas are transitional areas between terrestrial and marine ecosystems that are affected by changes on land and sea. With its unique characteristics and geographically, the coastal area has become a marine and coastal tourism destination.

Coastal management is not only from the marine and fisheries sector but also from the tourism sector. In the Law No.10 of 2009 on Tourism mentioned that the determination of a strategic area of tourism is done by showing the natural tourism and cultural resource potential of tourism attraction. Municipal/regional governments are authorized to conduct tourism research within the scope of Kota (city)/Kabupaten (regency) and organize guidance of the conscious tourism community. Tourism village is one form of application of community-based and sustainable tourism development. The development of tourist villages is expected to be equitable in accordance with the concept of sustainable tourism development. In addition, the existence of tourist villages make tourism products of rural culture more valuable so that the development of cultural tourism village can be done without harming the environment (Muhammad Syafii, 2015). In line with its dynamics, the movement of tourism development penetrated in various terminologies such as sustainable tourism development, rural tourism, and ecotourism. It takes tourism development approach that seeks to ensure that tourism can be implemented in non-urban tourist destinations. One approach to developing alternative tourism is tourism villages for sustainable rural development in tourism (Faris Zakaria, 2014) For the development of a tourist area, not solely rely on the mere attractiveness. Many factors that influence them are the availability of transportation, services and accommodation such as hotels, food and beverage and tourism facilities and infrastructures.

Oka A.Yoeti (2008) said developing tourist destination area should consider things as follows; 1) the existence of attraction, which is attractive and reliable tourism object. Attractions must be easily accessible, unique and high value 2) Supporting facilities such as hotel/inn, transportation, souvenir shop, good infrastructure etc. 3) Accessibilities, object/tourist attractions that are easy to be reached, with the availability of and etc. Many related sectors are involved in tourism development. According to Oka A. Yoeti (2008), it is necessary to know the factors: tourists (domestic and foreign), transportation (land, sea, air, domestic), tourism objects and attractions (seen, purchased and done) and information/promotion (advertisements and brochures). Local people play an important role in the development of tourist villages

because the resources and uniqueness of traditions and culture that inherent in the community become the main driving element of tourism village activities (Buku Pedoman Kelompok Sadar Wisata oleh Kementerian Pariwisata dan Ekonomi Kreatif, 2012).. On the other hand, local communities that grow and co-exist with a tourist attraction become part of an interconnected ecological system. The success of developing a tourist village depends on the level of acceptance and support from local communities (PP No.69/1996 & Haryani, 2016). Communities in the development area should be encouraged to identify their own objectives and guide tourism development to improve the needs of local communities. Thus, tourism development planning should accommodate the desire and ability of local communities to participate and obtain maximum benefit value from tourism development (Chafid Fandeli, 2013).

Activities and behavior of fishing communities can be identified in socio-cultural and economic behavior. The socio-cultural behavior is shown through the presence of several characters, namely: a) Interaction of high clusters due to addition of life span of the biduk/boat which is long enough (between 8 hours a day, even up to 3-4 days) and the challenge of life that is very big that resulted in high attachment and dependence on community, b) Conventions often occur in the community of fishermen, ranging from the level of agreement on the sale and purchase of fish, boat users, linkages with the level of community leadership related to the agreement of the catchment areas. Thus the groupings occur in the environment of fishermen will be very strong since they are based on the existence of these agreements. c) The formation of kinship characterizes the settlement arrangement of fishing communities. The kinship formed based on the regional bonds is the basis of the settler's origin, the livelihood link as specification of a fisherman, as a craftsman of small fishing industry, the bond of diversity, and the bond of psychological condition. The kinship ties lead to a tendency for clustering between settlement units and the need of space for activity. On the economic aspect, the behaviors of fishing community are; a) Limited knowledge, skills and characteristic traits attached to fishermen and difficulty to enter a formal economic pattern. This is for the increasingly isolated fishing grounds, b) The chain of economic activities of the community, both in form of basic livelihoods

and complementary livelihoods through small home businesses and traditional industries that create the need for transitional spaces against spatial pattern of the area. The implications of such social and economic behavior will lead to the formation of settlement structures.

Research Methods

This research is descriptive qualitative with research approach of (1) functional approach; (2) socio-economic approach and; (3) behavioral and cultural approaches. The method of data collection used in this research is the community participation method (Rapid Rural Appraisal/RRA and Participatory Rural Appraisal/PRA) while the analytical method is scoring analysis/weighting and SWOT analysis.

Potential Tourist Attraction

Village fisherman of Pasie Nan Tigo (PNT) is one of the fishermen villages in Padang city that has the potential to be developed as a fishing village. It is hoped that the role of community-based tourism village in PNT that formed a linkage between local economy and preservation of local culture, would be able to walk in harmony and sustainability. The conditions of a fishing village PNT can be seen from the attraction factors, human resources and organizations/institutions that will be described as follows. The unique tourist attraction is one of the basic capitals to develop tourism. In addition, it is also a core element of tourism products. Without a typical tourist attraction, satisfaction in tourism will not be achieved, although facilities and services, conferences, places of worship, and various travel agencies are available. Kelurahan (administrative of urban village) PNT is one of the urban villages in Padang that has the potential of nature and culture to be developed into a new tourist destination, that is a fishing village. This is supported by the natural physical and socio-cultural conditions of the region. The following is the attractiveness of the fishing village that can be developed in PNT.

The facilities and infrastructure in tourism object location are generally consist of toilets, gazebo, playground, parking lot, souvenir shop, electricity, clean water, drainage, telephone, and trash bin. The criteria of assessment of variety and quality of facilities and infrastructure of tourism support

Table 1
Cultural and Environmental Potential Fisherman Tourism Village of Pasie Nan Tigo

Potency	Location /RW	Attractiveness	Tourist Attractions
Culture	RW III, IV, VI, VIII, IX, X, XII	Cultural Attractions	<p>a) "Tolak Bala" (danger deterrent); is a customary event containing safety prayers to keep away the disasters and distress and to improve the catch result of fishermen.</p> <p>b) "Mandarahi Biduk"/"Malimau Kapa" is a ritual performed when new boats/vessels/ships are purchased so that the ship brings blessings, able to get many results, safe to be used and protected by the Almighty God. It is a ceremony to ask permission to Allah SWT to manage the contents of the oceans and toss out bad luck.</p>
		Customary System of West Sumatera in general and Minangkabau in particular (including Pasie Nan Tigo Urban Padang Village), is known as a region that upholds custom and religious value. It can be seen from the philosophy of life that has become the ideals and guidelines in the life of the community. The value of the philosophy of life is "Adat Basandi Syarak, Syarak Basandi Kitabullah", which means is custom based on the Shari'a, the Shari'ah based on the holy book of the Qur'an	<p>c) Customary System of Fisherman Village PNT. The positive values of socio-cultural aspect of Padang City and Minangkabau society in general is the value of togetherness, democracy and mutual cooperation. <i>Barek samo dipikua, ringan samo dijinjang, saciok bak ayam, sadantiang bak basi, duduak samo randah, tagak samo tinggi, duduak saurang basampik-sampik, duduak basamo balapang-lapang</i> which means whether heavy or lightweight borne together, having the same and agreed opinions, being together in the same level, and live. The above values are expected to be well actualized in the "nagari" government system currently being developed throughout the province of West Sumatera, and Padang City as the provincial capital</p>
		Traditional Fisherman Attraction Traditional fishing activities are very interesting, such as "mahelo pukek" which is pulling out net to the sea to get fishes and done together; cleaning, boiling and drying fish in traditionally.	<p>The main activity of fishermen</p> <p>a) "Bagan" fishermen (ship, a few days)</p> <p>b) "Payang" fishermen (motorboat, 1 day)</p> <p>c) "Pukek" fishermen (canoe, without machine, several hours)</p> <p>d) "Pancing" fishermen (at certain time)</p>
	4/VIII, 4/IX, 3/IX, 2/VII, 4/X, 2/XIV	Fisherman Attraction	<p>Complementary activities of fishermen</p> <p>a) Repairing and making boats/ships/"biduk"</p> <p>b) Repair and make nets</p> <p>c) Painting and designing the main boat</p> <p>d) Make the rudder "biduk" ("daun biduk")</p> <p>e) "Memanjek Karambia jo baruak" (Climbing the coconut trees)</p>
	4/XIV, 2/IV, 4/IX, 2/VI	Family Activities of Fishermen (Wife and Child)	<p>Culinary activity</p> <p>a) "lauak karang/pukek"</p>

	VIII, X, VI, IX, III, XIV		b) Palai Bada (Pepes ikan teri) dan Palai Pucuak Paranchi (Palai pucuk/daun ubi)
	III, X, VI		c) Rakik Maco (Rempeyek ikan "maco")
	III, VIII	Family Activities of Fishermen (Wife and Child)	Traditional Fish Processing Traditional fish processing
		Children's Activities fishing	Traditional children's games
Natural	Muara Penyalinan and Muaro Baru	Estuary (sea and beach encounters), natural beauty, siltation at the estuary becomes a new beach	Fishing, enjoying nature muaro scenery and beaches, beach sports (volley, kite playing), swimming, surfing, canoing, boots
	Beach	Natural beauty, sloping beach (0-2%), brown sand, wide enough (2 s / d 21 m), marine sediment, there is greening (sea cypress 15.59), vegetation (coconut area of 7.04 ha, mangrove/sonneratia alba area of 6.03 ha, nipah/nypa fruticans area of 0.15 ha)	Fishing, boating, enjoying beach, beach scenery (volley, kite play), swimming, bike trails, residents' trekking, hunting, horse riding, camping.
	River of "Muaro Penyalinan" & "River of Batang Kandis" at RW XIV & VII	The beauty of nature, there are mangrove and nipah forest, there are many different types of estuary fish, landing places fishing boats, rivers are deep enough	Fishing, enjoying the natural scenery, boating (canoing), trekking the palm and mangrove forests, jetski

Source: Haryani Research Result, 2017

with variable level of availability and quality of facilities and infrastructure of tourism in fishing village PNT can be seen in Table 2.

Table 2
Type of Tourist Attraction of Pasie Nan Tigo Village Fisherman

No	Tourist Attraction type
1	Culinary tour "lauk karang", "lauk pukek"
2	Traditional market snack tour; "palai bada", "palai pucuk paranchi", "rakik maco", "lamang tapai",
3	Tourist attractions of fishermen: "mahelo pukek", "mamukek", "mamancing", "manjalo", "kalauik", "mambuek anak biduak", "mambuek bagan/biduak", "mampaeloki bagan/biduak, pukek", "mamilih lauak"
4	Tour attractions of processing traditional seafood products;
5	Search the beach: jo sepeda, "babendi", "bakudo", fisherman's home search
6	Play the kite danguang-danguang", "malapeh tukiak", "mamanjek karambia jo baruak", "mancolok jariang jo kuliak muba", children's traditional games.
7	Cultural attractions: "tolak bala", "mancat biduak"

The assessment analysis of variety and level of quality of infrastructure facilities in tourist village of PNT fishermen varied from less to well assessment. Sightseeing at fishing village PNT can be done by land transportation, sea and air. Its proximity to Minangkabau International Airport (BIM) and downtown Padang and bypassing the Provincial road links lead to a range of services from and to the fishing village of PNT, not only at local scale (Padang City), but regional, national and even foreign countries.

The Development of PNT Fisherman Tourism Village

The following is an analysis of development of Pasie Nan Tigo fishing village indicators. The results of analysis of development indicators of Pasie Nan Tigo fishing showed that it had a high potential value to be developed as a tourist village, although there are still some indicators that must be addressed and equipped so that the potential has a high selling value as a new tourist destination.

Table 3
Variety and Quality of Supporting Infrastructure Facilities in Pasié Nan Tigo

Type	Information	Type	Condition
Accessibility	Mileage from downtown Padang is 15 km away	Arterial road, asphalt	Good
	Mileage from BIM (Minangkabau International Airport) is 15 km	Arterial road, asphalt	Good
	Road environment in the fishing village	A small bit of asphalt and cast cement, the rest of the dirt / sand roads are mainly roads along the coast	Enough
	Types of transportation	Air, land and sea are available. Public transport, personal, oplet, motorcycle taxi, travel	Good
Amenities	Public and social facilities	Electricity network, clean water, telecommunication, banks	Good
	Restaurants	Restaurant "Coral Reef"/ typical food stalls in PNT are 16 units	Enough
	Stalls sell typical PNT food	Shop of "palai bada", "rakik maco" are 14 units	Enough
	Lodging	Jasmine class, home of typical fisherman PNT as homestay	Less
	Trading facilities	Traditional market "Pasa Pagi Kali Mati"	Enough
	Kampung Wisata (tourism villages) facilities	Road along the beach, "medan nan bapaneh," parking lot	Enough
	Fishermen facilities	Traditional boat belay place in Muaro Penjalinan and along the coast of PNT	Less
		TPI joined "Pasa Pagi"	Less
		Depo oil /SPDN	Less
		Traditional fish processing (cleaning, boiling, fogging, soaking, drying)	Less

Source: Haryani Research Result, 2017

SWOT Analysis Development of Fisherman's Village Tourism

SWOT analysis is used to develop fisherman's tourism as a strategy based on the strengths, weaknesses, opportunities, and threats that exist in the fishing village of PNT.

Conceptual and Management

Community development is a combination of natural tourism (coastal and marine) and culture of fisherman community of "PNT Nagari" (ecotourism) which is expected to give multiplier effect to the growth of various aspects of fishermen's life, especially economic improvement through additional revenue from tourism activities. The development of fisherman's village tourism of "Anak Nagari Pasié Nan Tigo", directed to cooperation with big companies around the area as a form of CSR (Corporate Social Responsibility)/Community Development program. Through the development of new tourist destinations of PNT fisherman's

tourism village in the city of Padang, it is expected to provide wealth from tourist visits and will increase in the future.

The development of PNT fisherman village tourism is expected to become a snowball that will grow larger when it rolled out, in this case positively impact to other sector's growth, such as improvement and development of infrastructure, especially roads, drainage and water supply in fishermen's neighborhood, tourism facilities and infrastructures the fishing village of PNT.

To realize the fishing village of PNT, the concept of management development is as follows: (1) The PNT fisherman's village tourism is targeted as a tourism activity managed by the community of Anak Nagari (self-help community); (2) In the early stages, it takes a power or drive with no orientation solely to the material; (3) PNT fisherman tourism village developed by the NGO "Anak Nagari Pasié Nan Tigo." The network development/marketing activities

Table 4
Analysis of Development Indicators of PNT Fisherman Tourism Village

No	Aspect	Indicators of sustainable tourism development	Weight	Score	Value
1	Physical and Environment	Tourist attractions <ul style="list-style-type: none"> • Has a culture value of original/traditional fishing village • The existence of a unique fishing community activities characterized by the PNT fishing village • Have a traditional system of "Minangkabau" • Coastal environmental resources that are still original 	25	3	75
		Accommodation <ul style="list-style-type: none"> • The home of a community of fishermen which are ready to be used as homestay • Available electricity, water supply, telecommunication 	15	2	30
		Transportation <ul style="list-style-type: none"> • Easy access by arterial road • Close to the city center (15 km) • Transportation modes are available both at local and in the fishing village • Types of asphalt road and environmental road type of cast /cement and soil 	10	3	30
2	Social	Institutional <ul style="list-style-type: none"> • RT, RW, BKM, Fishermen Cooperative, BPM, Pokmas PNT • Coordination with City Government of Padang through related SKPD; Department of Tourism and Culture, Bappeda, DKP, BPBD • Private through CSR programs 	20	2	40
3	Economic	Accommodation <ul style="list-style-type: none"> • Available transportation of land, sea and air transportation 	15	3	45
		Trade and Service <ul style="list-style-type: none"> • Locally and traditionally • Limited to primary sector 	15	2	30
	Amount		100		250

and tourism package management are in cooperation with higher education, travel bureau and hotel; (4) Socialization and guidance is done from Lurah (head of the village), *ninik mamak*, clerical, scholars, NGO, Pokdarwis Nagari, fishermen community and PNT community done in stages and simultaneously through the effort to attract tourist visit to the fishing village.

Conclusion

The concept of developing PNT fishing village is to involve fishermen community/ Pokdarwis of "PNT Nagari" in the development of fisherman's fishing village starting from the planning stage, implementation and also evaluation/monitoring. Tourism Packages of PNT fishermen offered are (1) coastal

exploration, exploring among fisherman's houses (Trekking Kampong), horse riding, hunting or biking along the beach; (2) interactive program with fisherman; (3) interactive program with family of fisherman in processing of traditional culinary (Culinary Education); (4) program culinary tour of "lauak karang / pukek"; (5) social service program; (6) stay at home of fisherman (Homestay Program); (7) learning program "siskamling anak nagari" and "makan bajiaba" at night with art attraction traditional of "silek pasisie," "rabab pasisie" and "sepak rago" (Thematic Kampong Night); (8) Cultural program of local wisdom "tolak bala."

Some recommendations are as follows. (a) City government of Padang together with the Department of Tourism and Bappeda need to make the Master Plan, RDTR and

Table 5
SWOT Matrix of PNT Fisherman Tourism Village Development

Internal	<p><i>Strength (S)</i></p> <ol style="list-style-type: none"> 1. The attraction of PNT fishermen's village that is still original/original 2. High participation from PNT community 3. There are organizations or groups society as as the embryo of the birth of the tourism conscious group as a tourist manager of PNT fishing village 4. Openness of communities towards visitors / or tourist is quite high 	<p><i>Weakness (W)</i></p> <ol style="list-style-type: none"> 1. Community participation in the current fishermen tends to be an object and not the subject 2. Low education background of fisherman community will cause unoptimal management of tourism lack of promotional efforts fishing village 3. Limited funds for the management or development of tourist village
External		
Opportunity (O)	<p><i>Strategy of SO</i></p> <ol style="list-style-type: none"> 1. Involving the community in the development of fisherman's village tour of Pasie Nan Tigo starting from the planning stage, implementation and evaluation (S1+S2+S3+S4+O1+O2+O3) 2. Developing a typical fishing village fishing village (based on local wisdom) according to the potential of the fisherman community of PNT (S1+S4+O1+O2+O3) 3. Establish Pokdarwis (Tourism Awareness Group) Anak Nagari for community-based tourist village management with local wisdom. (S2+S3+S4+O1) 4. Promotion of PNT fishing village community based through print media, electronic and promotion to hotel and travel agency. (S1+S2+O2+O3+O4) 	<p><i>Strategy of WO</i></p> <ol style="list-style-type: none"> 1. Mentoring the PNT community to oversee the process of development and management of community-based tourist villages and local wisdom (W1+W2+W3+W4+O1) 2. Increasing human resource capacity of PNT communities by conducting training, especially in the field of tourism/tourist village (W1+W2+W3+W4+O2+O3) 3. Promotion of new tourism destination of fishing village Pasie Nan Tigo by involving stakeholders. (W3+W4)
Threat (T)	<p><i>Strategy of ST</i></p> <p>Establish coordination between Padang city government and Pokdarwis Anak Nagari with the improvement of urban village (KSM) capacity of Pasie Nan Tigo. (S2+S3+T1+T2)</p>	<p><i>Strategy of WT</i></p> <p>Providing counseling, guidance and socialization to the fisherman community of PNT and the general public of PNT about the importance of developing fishing village, the benefit for the fishermen community as an alternative livelihood, and improving the welfare of the fishermen community, especially the community of PNT and Padang city government. (W1+W2+W3+W4+T 1+T2)</p>

DED development of local fisherman's fishing village based on local wisdom, b) The development of fishing village PNT is included as one of the new tourist destination programs in Padang City in RIPDA (Master Plan Tourism Development), c) The need for Padang City Regulation on the Establishment and Management of Fisherman's Village Tourism Village, d) Community-based Fisherman Tourism Village Development needs to be supported by a party especially city government of Padang through Tourism and Culture Office professionally and earnestly e) The need for guidance on human resources, especially fishermen community by relevant agencies to be ready to accept the development of fishing village as a tourist village, f) the formation of a group of Sadar Wisata "Anak Nagari" Kampung Nelayan Pasie Nan Tigo" as a governing institution for the sustainability of fishing village; g) Promotion of new tourist destinations in Padang city, tourism of PNT fisherman village held in various mass media continuously, h) Cooperation between PNT and university of higher education continues to provide input for the sustainability of community-based tourism village development.

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