



Coastal Tourism Attraction: Characteristics and Suitability of Management

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Abstract

The best solution in maximizing the utilization of the potential of coastal areas as a tourist attraction was a management system. This system can be regulated and controlled based on potential needs. Adjustment of the right concept from the concept that has been used so far needs to be done in coastal areas in South Sulawesi. Tanjung Bira Beach as a role model for the management of the coastal area of South Sulawesi where three sides are flanked by the sea, is an area that has the potential to develop coastal tourist attractions that are managed based on the methods, principles and capabilities of managers with the concept of sustainability and community based, becoming a foothold in the utilization of coastal potentials in an effective manner. optimally in order to provide tourist attraction products that are ready to be served to tourists. Qualitative research methods, with a case study approach. Primary data were obtained from interviews, field instruments and aerial photographs of the research locations, while secondary data were in the form of documentation and literacy. The results of the research show that the best method of managing coastal areas to become a superior tourist attraction product is: Establishing a management concept; utilization of coastal locations based on visitor needs; coastal ecological protection; maintain the physical environment of the coast; and the community as technical implementers of attraction management.

Introduction

The sea and coastal areas are an integrated unit in the sea, which includes various things that become commodities that can be managed. The management of commodities as an economic potential reflects efforts to follow up on maximum utilization to be used as a force in improving people's welfare through tourism (Nuryadin et al., 2016).

It is time for the development strategy of the tourism sector as a commodity at present and in the future to be seriously directed at the utilization of marine resources. The fundamental reason is because marine resources are very likely to be one of the forces and drivers in the development of the national economy (Prasutiyon, 2018b). (Prasutiyon, 2018a). With the note that the development carried out must not ignore ecosystem-based management (Mukhopadhyay et al., 2020). In addition, its development must also be aimed at increasing and strengthening the role of human resources in the marine sector and awakening insight, maritime culture and the power of sovereign defense (Firdausy, 2019).

The uniqueness and beauty of nature becomes a character and potential of the sea area which includes coastal areas, which can become a tourist attraction. With these characters, it becomes an opportunity that can be developed into tourism activities/activities that can be implemented

in the concept of sustainable development which leads to the goal of utilizing the potential of the sea and coast. (Prayuda & Sary, 2019)

Utilization of energy, biotechnology and others as economic potentials that can be used as opportunities originating from the marine sector, must be able to pay attention to the sustainability of their use, because the sea is seen as an economic resource that is able to prosper the global community. (Prasutiyon, 2018a). The utilization of coastal resources as a tourism potential in the South Sulawesi region has been carried out by the government, the community and other stakeholders. So as to provide economic benefits that are able to sustain the economic life of the community around the coastal area. However, the best solution is still needed in maximizing the utilization of coastal potential in the field of tourism, especially in its utilization as a tourist attraction. (Amanda Townsel, 2016) Coastal areas based on length and area covering coastlines have their own characteristics, so if they are to be utilized, then a management system is needed that can be regulated and controlled by the manager based on the needs of the coastal area.

Thoughts are needed by the government and other stakeholders who are providing solutions so that the coastal area of the South Sulawesi sea which is full of a variety of natural resources and specific characteristics, can function as a marine product unit to serve as a tourist attraction, in which it can be created with activities and tourist activities in the form of tourist attractions (Harahab et al., 2021). An analysis of the concepts that have been used so far is needed, and a new approach is needed in the management of coastal areas in South Sulawesi, so that it can become a concept that can be used as a guide in developing marine coastal resources into superior tourism destination products, while maintaining ecological/environmental and economic functions (Inovasi et al., 2022)

The suitability of the implementation of coastal area management with its potential can be seen in the management system at Tanjung Bira Beach, as the best management Role Model in the coastal areas of South Sulawesi. The management perspective that has been carried out so far is based on two things, namely sustainable and community based, with maximum utilization of coastal potential in order to provide tourist attractive products that are ready to be served to tourists in the form of quality beach tourism products. (Cristiano et al., 2020) Thus, this study examines the suitability of coastal characteristics with the management system carried out by each manager of tourist attractions in coastal areas in South Sulawesi

Methods

The study of South Sulawesi Coastal Tourism Attractiveness, which focuses on the characteristics and management of Tanjung Bira Beach, uses qualitative research methods, with a case study approach. The research was conducted in South Sulawesi Province with a focus on data collection at the tourist attraction of Tanjung Bira, Bulukumba Regency. Primary data sources were obtained from interviews with informants from the community and managers of tourist attractions on the coast of Tanjung Bira regarding how the management of tourist attractions in coastal areas has been carried out so far. While the survey tool in looking at the condition of coastal attractiveness from the physical aspect of the location uses ARGIS with the results of aerial photographs of the research location. Secondary data is in the form of documentation and literacy data from the Bulukumba Regency Tourism Office to support research studies. Data collection instruments in the form of field checklists and location checking sheets in the form of attractiveness characteristic assessment tables to check the specifications of coastal areas. The characteristic assessment section is carried out by determining the aspects that must be studied by adjusting the indicators and assessment parameters used. Assessment of indicators based on the identification of factors that need to be

studied in accordance with existing conditions in the field based on physical characteristics and becomes the main study in the assessment. While the parameters used are the determination of the assessment of the indicators that have been determined so that the existing value will be a benchmark for assessment, and the scoring system is based on three levels ranging from 1 to 3 based on indicators and produces a Low rating level. means low assessment of regional characteristics, medium (Middle) means having regional characteristics but not so striking and High means having superior regional characteristics as the main potential for tourist attraction.

Results and Discussion

South Sulawesi Province has very diverse and interesting tourism potential, both natural, cultural, historical, religious and thematic tourism. As a potential and at the same time a strength in the field of tourism, it must be utilized as a measurable regional value that can be further encouraged in the development of this sector (Nuryadin et al., 2016). Therefore, it is necessary to take action in identifying areas to support tourism as a program that is in accordance with regional potential.

Each region has characteristics that can be used as an advantage in the utilization of its resources. Characteristics can be used as a superior value if it can be managed properly and professionally based on the potential value it has. The ability to assess and determine these characteristics can be a character that can be embedded in the region or area in question (Science, 2019). It is this character that must be raised, so that it becomes a potential value that can be maximized based on the characteristics of the location. Regions that have character will be very easy to develop because they have differences and have superior values that can be used as a characteristic.

In every region and area that has a combination of land and sea, it is certain that it has a different character, so that it has different characteristics as well. This characteristic is a superior value that can be used as a potential in tourism activities (Setyaningrum et al., 2017). In the development of tourism, there is a term known as "potential", which can emerge and become a characteristic if it is used as a tourist attraction, so that it becomes an advantage from one area to another.

The coastal area is a transitional zone between land and sea, with the sea part still being influenced by land activities such as sedimentation and fresh water currents, and land part sea activities such as tides, sea breezes and saltwater infiltration. As a land and sea transition area, coastal areas have unique ecosystems, with various types of habitats and the interaction process between these habitats makes coastal areas richer in their potential (Lowe et al., 2019).

The coastal and marine areas of South Sulawesi stretch along 1,979.97 km of coastline with an estimated sea area of no less than 48,000 km², which includes the sea area, namely the Makassar Strait, Flores Sea and Bone Bay as well as expanses of small islands and the Spermonde archipelago. and the Takabonerate Islands Region.

The community-based management model is a key component of sustainable development that needs to be supported by the government (Cristiano et al., 2020). The implementation of community participation in the development of coastal and marine area management is the management of all types of coastal resources in which the community is the main actor. Community-based management can be defined as a process in which communities are given the power, responsibility and opportunity to manage their own coastal resources by first conducting a needs assessment and adjusting their potential (Blahna et al., 2017)

Assessment of the Characteristics and Specifications of Tanjung Bira Beach Tourist Attraction

Tanjung Bira Beach is a tourist attraction located in the Bira tourist area, Bira Village, Bonto Bahari District, Bulukumba Regency. The area which is at the zero point of Sulawesi has a variety of coastal and marine natural potentials which are used as tourist attractions. The uniqueness of this region is influenced by its location which is flanked by 3 oceans in a position: to the south is the Selayar Strait, to the east is Bone Bay, and to the west is the Flores Sea. The following figure shows the physical characteristics of Tanjung Bira Beach which has superior coastal/beach potential which has been utilized as a tourist attraction within the Tanjung Bira Tourism Area.

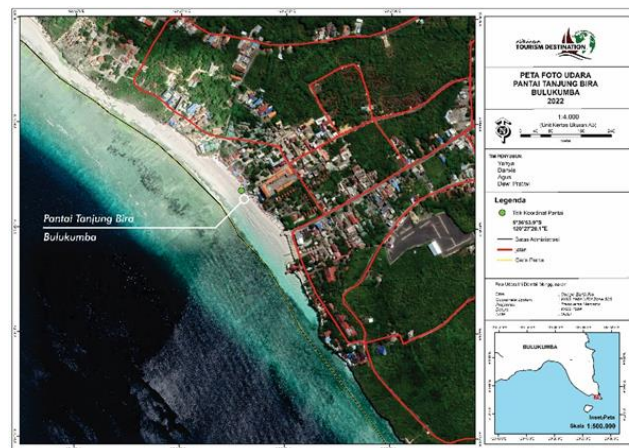


Figure 1. Tanjung Bira Beach

Characteristics of the location Tanjung Bira Beach has a long stretch of beach and sticks out into the sea, with the character of fine white sand being the hallmark of this beach. The unique character of the beach is an advantage based on the physical character of an attraction, especially in coastal areas. The data in the figure shows that the area around the coast of Tanjung Bira Beach functions as a development area for various kinds of tourist facilities, such as hotels/inns, restaurants, selling tourist needs and service centers for tourism activities and water sports on the beach. In addition to these functions, the surrounding area is also functioned for residential areas. The topography of the area is hilly and partly mountainous, forming a topography that has the characteristics of a coastal area dominated by coral rocks.

Assessment of the characteristics of Tanjung Bira Beach Tourist Attraction, Bulukumba Regency based on data processing in this study, using the "Low" (Low), "Medium" (Middle) and "High" (High) ratings can be seen in the following table:

Table 1. Assessment of the Characteristics of Tanjung Bira Beach Tourist Attraction, Bulukumba Regency

Characteristics of the territory	Aspects	Results of Assessment of Characteristics and Specifications	Levels
Land	Physical	<ul style="list-style-type: none"> ➤ Has specifications from aspects of regional characteristics ➤ There are mountains, which are on the sea coast and there is land used as a community settlement 	Middle

		<ul style="list-style-type: none"> ➤ The topography of hills and mountains thus forms a unique topography 	
	Utilization	<ul style="list-style-type: none"> ➤ Utilized for tourism activity facilities ➤ Used for fields such as the construction of social facilities, health facilities, and sports facilities ➤ The absence of areas used for environmental preservation is a form of plant preservation or animal preservation (flora and fauna) 	
Shore	Physical	<ul style="list-style-type: none"> ➤ A combination of white sand beaches with steep shaped Karang beaches ➤ The coastline is sloping and wide as an opportunity in the management of tourist activities ➤ Beach material, namely fine white sand, becomes a specific character ➤ Waves or waves that occur can change physical shape, such as beach abrasion ➤ There has been a very significant change in the physical shape of the beach due to the development of tourist facilities 	High
	Utilization	<ul style="list-style-type: none"> ➤ Allocation of coastal areas for community activities in the form of business or opening a business ➤ Coastal area as a center for developing tourist attractions ➤ There are no visible conservation activities by the community and government in protecting the coastline from damage ➤ Greening activities to maintain the sustainability of the coastal environment are not visible ➤ Lack of organization in coastal areas with landscape arrangement system 	
Marine Waters	Physical	<ul style="list-style-type: none"> ➤ There has not been any utilization of the potential of waves or waves in the development of attraction ➤ Fishing activities and various other types of activities can be used as tourist attractions 	High
	Utilization	<ul style="list-style-type: none"> ➤ Unique aquatic characteristics can be carried out the development of various activities and tourist attractions ➤ The community provides facilities and infrastructure for tourism activities as a form of utilizing the potential of waters as a source of community income 	

Table 1. Assessment of the Characteristics of Tanjung Bira Beach Tourist Attraction, Bulukumba Regency, showing field data on the specifications and characteristics of Tanjung

Bira Beach as an area/area that continues to be developed as a tourist attraction that has superior potential as a natural tourist attraction. Interpretation and analysis of the above data in the following sections:

Land Area Characteristics (Physical Aspect and Utilization)

Based on the assessment in table 1 it shows, the characteristics of the tourist attraction of Tanjung Bira Beach are based on the characteristics of "land area" seen from the physical aspect and utilization at the "middle" level.

Tanjung Bira Beach, one of the tourist areas in Bulukumba Regency, is known to have regional characteristics that are different from other regions. With its various potentials and uniqueness, it has become one of the targets for foreign and domestic tourist destinations. Tanjung Bira Beach is an area at the tip of Sulawesi which is surrounded by the ocean and borders the Flores Sea and the Gulf of Bone. Flanked by two ocean areas, the Tanjung Bira Beach area has specifications in terms of regional characteristics.

With field data showing that the Tanjung Bira area has regional characteristics that are different from other regions, including mountains on the sea coast and there is land that is used as community settlements and functions as a tourist area development area with an area division system based on land function considerations. Based on field data supported by research which states that the varied topographical characters in the Tanjung Bira Region which consist of plains, hills and mountains form a unique topography (Hallo, 2018).

Tanjung Bira Beach as a tourist attraction development area, is used to provide facilities for tourism activities including hotel construction, eating and drinking facilities and souvenir sales facilities with an area arrangement system based on area designation (Ri, 2018). In addition to utilization for the tourism sector, it is also used for other fields such as the development of social facilities, health facilities, and sports facilities, so that they become one unit of provision of facilities and means of supporting tourism activities. The designation of the area is an important concern to see the function of land in the area in terms of spatial function planning (Hallo, 2018).

From the aspect of preservation, support for tourism activities in providing regional functions in the field of environmental preservation is not a priority for the utilization of the Tanjung Bira Beach area. The absence of an area that is used for environmental preservation in the form of preserving flora and fauna is a drawback that this region has. It is hoped that in tourism areas, environmental preservation activities in supporting regional sustainability systems will be the main aspect that must be considered. (Hello, 2018)

Characteristics of Coastal Areas (Physical Aspects and Utilization)

Based on the assessment in table 1 it shows, the characteristics of the tourist attraction of Tanjung Bira Beach based on the characteristics of the "coastal" area seen from the physical aspect and utilization get a "high" level.

Tanjung Bira Beach has a coastline that stretches long with the character of fine white sand, with a blend of white sand beaches and steep coral beaches that exist at several points in the coastal area so that it has its own uniqueness. Tanjung Bira Beach with the formation of a sloping coastline model, where the width/coastline at low tide can reach 20 to 30 m. This condition allows various kinds of water tourism activities and coastal tourism to be developed, so that it becomes one of the centers of beach tourism activities. With a sloping beach type, it becomes an opportunity for investors to invest capital to develop businesses in the field of providing tourism activity facilities or tourism activities.

As with most beaches in Indonesia, the weather can have an impact on the physical condition of the beach. In certain seasons the waves or waves that occur can change the physical form, such as the occurrence of beach abrasion. If this condition occurs, handling of coastal abrasion hazards is needed which can cause coastal damage at any time in the form of changes in the shape of the beach. So that in the management and use of coastal or coastal areas as a tourist attraction, countermeasures need to be carried out to preserve the coast.

The rapid development of tourist facilities has changed the shape of Tanjung Bira Beach. At the time before and after the development of tourism facilities, a very significant change occurred. Where the actual conditions show, almost all tourist facilities such as the construction of hotels and restaurants are centered on the shoreline and use the coastline as the building boundary line which is carried out by the owner. So that the current conditions, the physical shape of the beach has changed due to the massive development of tourism facilities.

Assessment and analysis of the tourist attractiveness of Tanjung Bira Beach on the aspect of allotment of coastal areas, especially community activities in the form of business or opening a business have been used for a long time, with various types of business activities such as selling tourism needs, for visitors who are carrying out tourism activities in the coastal area beach. (Blahna et al., 2017). The use of coastal areas as centers for the development of tourist attractions has been carried out for a long time. Where at this location, it is not just beach tourism and is concentrated in one area, but has other potential, namely the existence of snorkeling and diving spots as well as island tourism potential which can be coupled in one tourism activity and become the main target for visitors or tourists who come.

Support for coastal utilization to preserve the environment is also a major consideration in the management of tourist attractions. The data shows that there are no conservation activities carried out by the community or the government in protecting the coast from damage. So that this is one of the problems that needs to be given attention to preserving the coastal environment in the future (Blahna et al., 2017). Coastal environmental management in the form of protecting the environment by overcoming forest logging and reforestation activities in damaged forest areas has not seen any such activities around the coast of Tanjung Bira Beach.

Structuring the coastal landscape to support the environmental sustainability of the coastal area which should be properly laid out with a landscape use system that is in accordance with the character of the region and the need for the provision of tourist facilities, is something that needs to be considered, so that the arrangement and use of the surrounding area can be in accordance with the function, character and the benefits of a coastal location, so as not to damage the characteristics of Tanjung Bira Beach. (Blahna et al., 2017). Utilization of coastal locations/areas as the main focus of development should be focused on physical aspects, including the overall attractiveness of the beach and the attractiveness of the surrounding beaches. (August, 2019).

Characteristics of the Sea Waters Area (Physical Aspect and Utilization)

The results of the assessment in table 1 show, the characteristics of the tourist attraction of Tanjung Bira Beach based on the characteristics of the "water" area seen from the physical and utilization aspects, obtain a "high" level.

Based on the results of the assessment above, the character of the waves or waves on Tanjung Bira Beach has characteristics in terms of the type of wave or waves, so that it can be used for the development of activities and water tourism activities. The actual conditions show that there is no maximum utilization of this potential yet. So that if development is carried out in the future, then the character of the waves or waves should be a consideration to be utilized as a

potential in developing tourist attractions at Tanjung Bira Beach. (Poets. I Gede Anom and Sunarta. I Nyoman, 2014).

The activities of the fishing community in the Tanjung Bira Beach area include fishing and various other types of activities, which are potentials that can be utilized as tourist attractions on Tanjung Bira Beach. The potential for developing various water tourism activities with unique water characteristics can be carried out by developing various tourist activities and attractions to support other tourism activities, so that they can become an addition to the types of tourist activities at Tanjung Bira Beach. (Setyaningrum et al., 2017).

The community around Tanjung Bira Beach has been able to utilize the potential of the waters as an opportunity in the waters to become a tourist attraction, such as in the provision of facilities and infrastructure for tourism activities including: speed boat rentals, banana boat rentals, and various kinds activities carried out by the community to take advantage of the potential of the waters as a source of income for the people of Tanjung Bira Beach. With a good management and development system, it is very possible that in the future various kinds of potential existing waters can be used as opportunities for the development of tourist attractions by the government, investors and the community.

Conclusion

Maximizing the utilization of potential in the field of tourism, especially in utilization as a tourist attraction requires an appropriate method/concept. The seacoast area of South Sulawesi is full of diversity of natural resources and local characteristics of the culture and customs of its people, so that it becomes a maritime unit that can be used as a leading tourist attraction. The physical characteristics of the Tanjung Bira coastal area as a mountainous area and directly adjacent to the sea, with three sides of the area flanked by the sea, is an area that has the potential to be utilized as a center for developing coastal tourist attractions in South Sulawesi. Utilization of the coast which includes land, beach and water areas becomes a unified area that is integrated in the utilization and management of it to become a tourist attraction. This integration has been carried out by the government, communities and investors in utilizing coastal areas as tourist attractions which are managed based on their respective methods, principles and capabilities (Gumbira & Harsanto, 2019). The best method that needs to be considered in managing coastal areas to become superior tourist attraction products, needs to pay attention to the following matters: 1) Determination of the concept of each manager or owner of a tourist attraction as a guide in the management to be carried out; 2) utilization of the location on the coast taking into account aspects of the needs of visitors with the availability of existing land; 3) coastal ecological protection as supporting attraction; 4) Sustainability of the coastal environment by maintaining the physical environment; 5) the community as the technical implementer of attraction management.

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