

Tourism Infrastructure of Beach Carocok, Painan, West Sumatera in Community Views

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Abstract

The research objective was to find out the views of the local community on the infrastructure of the Carocok tourist area, Painan, West Sumatra. The study involved 150 respondents who were asked to answer a questionnaire containing 22 statements. Data analysis uses Important Performance Analysis (IPA). The level of research error is set at 5%. The results of the analysis revealed that overall the infrastructure of the Carocok tourist area, Painan, West Sumatra had fulfilled expectations, as evidenced by the different perceptions and expectations using the Wilcoxon Rank Test which produced Asymp. Sig (2-tailed) is 0.558 which is greater than 5%. Nevertheless, out of 22 infrastructure attributes, there are 12 attributes that have not met expectations. Of the 12 attributes that have not met these expectations based on IPA analysis there are three attributes that need to be improved, namely: clean water facilities, various festivals, and various types of arts.

Keywords: *community views, Carocok tourism, IPA analysis*

Introduction

The area of Carocok beach tourism destination is one of the integrated tourism development areas in South Pesisir Regency that already has a Master Plan. Carocok Beach is located west of the city of Painan, approximately 2 km from the Painan Market. This beach is very famous in West Sumatra and Indonesia, according to some people, Carocok Beach is not inferior to the Beach of Kra Peninsula in Malaysia or Sanur Beach in Bali.

In terms of developing tourist areas, what is meant by infrastructure is physical capital built by the Government and Private Sector (such as tourism facilities and infrastructure). Referring to the publication of the World Development Report (World Bank, 1994), infrastructure plays an important role in increasing economic growth where higher economic growth is found in regions with sufficient levels of infrastructure availability. Infrastructure also has an important influence on increasing the value of consumption, increasing labor productivity and access to employment, as well as increasing real prosperity and realizing macroeconomic stability, namely fiscal sustainability, the development of credit markets, and their influence on the labor market.

Investment in infrastructure investment in tourist areas will not only have a positive influence on economic growth, and employment, but can also bring negative influences from a socio-cultural and environmental perspective. A positive view of the community towards infrastructure in a tourist area development is very important to be observed and analyzed as feedback for the Regional Government, the private sector and the people who have invested in supporting tourism area activities in order to create sustainable tourism.

On this occasion, the author highlighted the successful development of the Carocok tourist area infrastructure from the perspective of the perceptions and expectations of the stakeholders, especially the people in the Carocok tourist area who felt directly and were the main drivers of the functioning of

a tourist area. Knowledge of the level of perceptions and expectations of the community towards the development of tourism area infrastructure is an important input for stakeholders in establishing policies for the sustainable development of Carocok tourism areas.

Tourism infrastructure is defined as a physical element designed and built for tourist needs. Theoretically the strong relationship between tourism development and infrastructure development has been put forward by various researchers. (Adebayo & Iweka, 2014) Tourism infrastructure includes the main facilities and equipment, equipment, systems, processes and resources needed for the functioning of tourist destinations. Mainly include roads, railways, airports, ports and others that can facilitate access to tourist destinations. In addition, the infrastructure also includes health care systems, public services and services. Building infrastructure means building facilities whose existence is caused by tourism activities. The main objective is to accommodate the needs and desires of tourists in the form of hotels, restaurants, sports facilities and so on. (Popesku, 2011) As a component of regional tourism products, the development of tourism infrastructure is very important for long-term tourism growth and the general progress of tourist destinations in providing services needed by tourists.

(Astami & Erli, 2015) found that infrastructure that is a priority for development in marine tourism areas is road conditions, transportation modes, transportation supporting facilities, recreational facilities, and health service facilities. (Latiff & Imm, 2015) revealed that there is a significant relationship between the quality of accommodation, hospitality, entertainment, transportation, quality of taxi service with satisfaction. (Al-Ababneh, 2013) found that there was a positive impact of tourism products namely tourist destination facilities, accessibility of tourist destinations and attractions in tourist destinations to tourist satisfaction. (Bagri & Devkant, 2015) revealed that spiritual, cultural, atmospheric and climate factors, various activities, friendliness and safety are significant factors that determine satisfaction. Whereas basic facilities such as accommodation, transportation, infrastructure, health and sanitation are of significant importance in evaluating satisfaction.

(Marzuki, 2012) states that the majority of the population including those who do not work in the tourism sector benefit from tourism development and they have a positive perception of the impact of tourism. (Ramseook-Munhurrin & Naidoo, 2011) show that the majority of the population supports the development of tourism which has a positive impact on the economic, socio-cultural and environmental fields.

One way to measure service quality is to apply the Importance Performance Analysis (IPA) method. According to (Tjiptono et al., 2016), this technique was first put forward by (Martilla & James, 1977) in their article "Importance-Performance Analysis" which was published in the *Journal of Marketing*. The analytical method used is quadrant analysis. This quadrant analysis is used to determine consumer responses to the attributes plotted based on the level of importance and performance of each of these attributes. Based on this quadrant analysis, then it can be seen the location of each variable in different quadrants, so that it can be seen which variables need to be improved and get more attention. The analytical method used is quadrant analysis. This quadrant analysis is used to determine consumer responses to the attributes plotted based on the level of importance and performance of each of these attributes. Based on this quadrant analysis, then it can be seen the location of each variable in different quadrants, so that it can be seen which variables need to be improved and get more attention.

Method

The purpose of this study was to determine people's perceptions and expectations of the development of the Carocok tourism area infrastructure. For this reason a questionnaire was distributed containing 22 statements with five Likert scale answer choices, according to the study. Of the 150 questionnaires distributed randomly, all were answered completely, so that valid answers to be used in the analysis totaled 150. Data analysis used IPA analysis. To determine the significance of the difference between performance and expectations, a different test is used, namely paired sample t-test if the data is normally distributed, or Wilcoxon Signed-Rank test if the data is not normally distributed. The study was conducted with a research error rate of 5%.

Results and Discussion

Reponden research amounted to 150 people with the following characteristics: 20% tourists; farmer 10%; 10% fisherman; trader 15%; entrepreneur 10%; 15% employees; 10% PNS; and 10% professional. The characteristics of the respondents represented the population of the Carocok tourist area, Painan, West Sumatra. The average respondent's answer to the 22 points of the community's view of the infrastructure for developing the Carocok tourist area is as follows:

Table 1. Average Respondents' Answers

CAROCOK TOURISM AREA DEVELOPMENT	MEANS		
	PERCEPTION	EXPECTATION	GAP
1 Amount and condition of the Hotel	3.90	3.93	-0.03
2 Amount and condition of Motel / Lodging	4.03	4.00	0.03
3 Number and variety of restaurants	3.97	3.99	-0.02
4 Amount and variety of transportation	3.96	3.98	-0.02
5 Internet / telephone / postal communication facilities	3.97	3.95	0.03
6 Clean water facilities	3.95	4.05	-0.10
7 Electricity Facility	3.97	3.93	0.04
8 Customary Wealth	4.05	3.99	0.07
9 Customary Wealth	3.43	4.04	-0.61
10 Variety of Art	3.96	4.01	-0.05
11 Variety of Handicrafts	4.01	3.97	0.04
12 Music Entertainment	3.98	3.90	0.08
13 Variety of Clothing	4.01	4.10	-0.09
14 Variety of Dances	3.97	4.08	-0.11
15 Variety of Foods	4.17	4.01	0.16
16 Banking facilities	4.03	4.00	0.03
17 Fasilitas Kesehatan	3.96	4.02	-0.06
18 Travel agent	4.07	4.09	-0.03
19 Insurance agent	4.06	3.97	0.09
20 Tour guide	3.92	4.01	-0.09
21 Law and Law Enforcement	4.10	4.00	0.10
22 Liquid and solid waste disposal facilities	3.58	3.96	-0.38

Table 1 shows that of the 22 tourist area infrastructure attributes, there are 12 attributes that have not been satisfactory (not yet as expected), namely: (1) number and condition of hotels, (2) number and variety of restaurants, (3) number and variety of transportation (4) clean water facilities, (5) variety of festivals, (6) variety of arts, (7) variety of clothing, (8) various dances, (9) health facilities, (10) travel agents, (11) tour guides, and (12) liquid and solid waste disposal facilities.

Overall, the gap between perceptions and expectations of residents towards the infrastructure of tourism area development is not significant, as evidenced by the results of the average difference in the Wilcoxon Signed Rank Test which shows Asymp. Sig (2-tailed) is 0.558 which is greater than 5%. The position of each tourism area infrastructure attributes, can be seen in the following IPA graph:

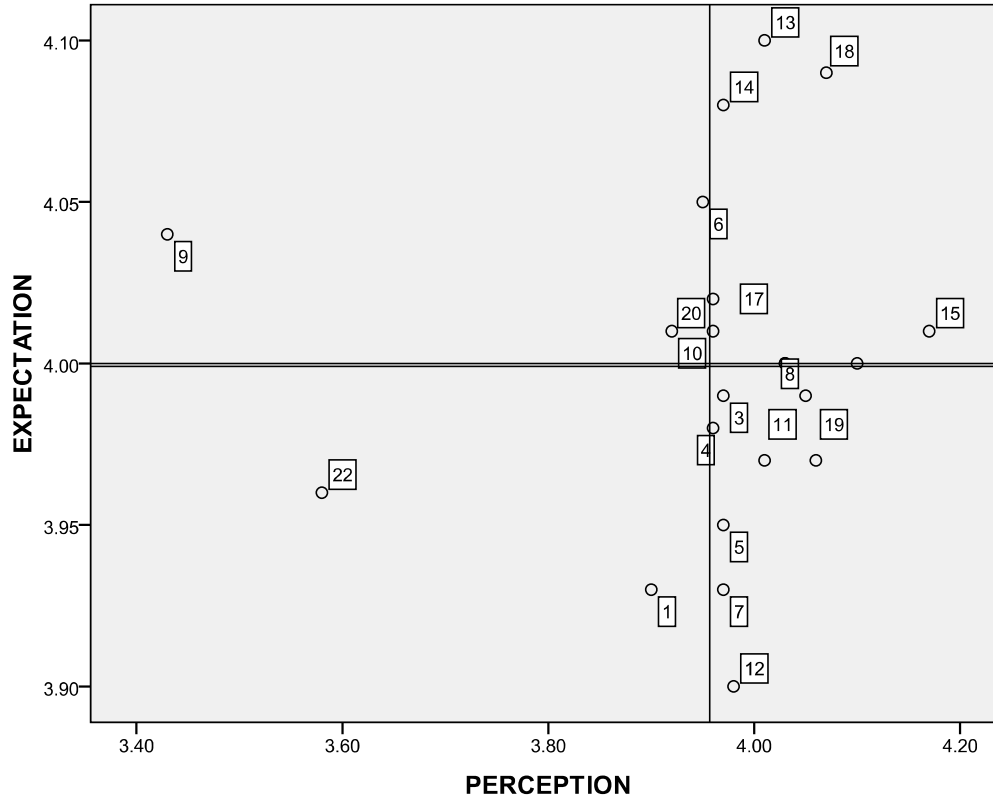


Figure 1. Importance Performance Analysis

Figure 1 shows that the infrastructure attributes of the development of the Carocok tourist area that need to be improved are three attributes, namely clean water facilities (no. 6), various festivals (no.9), and various arts (no.10).

The gap between people's perceptions and expectations of the infrastructure development of the Carocok tourist area is not significant, as evidenced by the results of the Wicoxon Signed Rank Test different test with the Asymp value. Sig (2-tailed) of 0.558 which is greater than 5%; or in other words the community as one of the resources for tourism area development is satisfied with the infrastructure of the Carocok tourist area. This shows that theoretically there is a strong relationship between tourism development and infrastructure development as stated by (Adebayo & Iweka, 2014)

The IPA analysis shows that in the Carocok tourist area, the community considers it very necessary to improve clean water facilities, various festivals, and a variety of arts. This view is different from the views of (Astami & Erli, 2015) which state that infrastructure that is a priority for development in marine tourism areas is road conditions, transportation modes, transportation supporting facilities, recreational facilities, and health service facilities. The public's view of the infrastructure of Carocok tourism development is also different from that of (Latiff & Imm, 2015), but in line with the research of (Al-Ababneh, 2013) and (Bagri & Devkant, 2015) which revealed that tourist destination facilities, accessibility of tourist destinations and attractions in the destination tourism is a tourism product that has a positive impact reflected in the variety of festivals and variety of arts; besides, one of the significant interests in evaluating community satisfaction with tourism area infrastructure is health and sanitation which is reflected in the good water supply facilities.

Community satisfaction with the infrastructure for developing the Carocok tourist area also shows that the majority of the population including those who do not work in the tourism sector benefit from tourism development and they have a positive perception of the impact of tourism; this also shows that the majority of the population supports the development of tourism which has a positive impact on the

economic, socio-cultural and environmental fields as argued by (Marzuki, 2012) and the opinion of (Ramseook-Munhurrun & Naidoo, 2011).

IPA analysis reveals that out of 22 attributes of tourist area infrastructure, there are 12 attributes that have not met expectations. And of the 12 attributes that have not met these expectations, there are three attributes that are in quadrant one, and their functions need to be improved, namely: clean water facilities, various festivals, and various arts. This condition has the implication that the regional government in collaboration with the parties concerned needs to pay special attention to the improvement of the functions of the three attributes of the infrastructure so that it can immediately meet community expectations.

Conclusions

The IPA analysis of the community's view of the infrastructure of the development of this Carocok tourism area reveals several findings such as: (1) that so far the development of tourism infrastructure in Carocok has fulfilled most of the expectations of the community, as evidenced by the not significant difference between perception and expectation; (2) thus it can be said that so far the community has felt the positive impact of the existence of the tourism area infrastructure in supporting tourism activities; (3) although it cannot be denied that there are three attributes of tourism infrastructure that need to be improved again which are indeed needed for a tourist area, namely clean water facilities, various festivals, and various arts. clean water facilities, various festivals, and various arts.

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