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DEVELOPMENT OF BOSUR BEACH TOURISM DESTINATION IN TAPANULI TENGAH REGENCY

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ABSTRACT

Central Tapanuli Regency has the longest coastline on the western coast of Sumatra Island, approximately 200 km, and it is adorned with beautiful beaches and scattered small islands in the Indian Ocean. One of the many stunning beaches with great tourism potential in Central Tapanuli Regency is Bosur Beach. The Bosur Beach area is a white sandy beach located in the Pandan District, which holds immense tourism potential and opportunities for development as a nationally renowned tourist destination. The purpose of this research is to identify the obstacles faced by Bosur Beach as a tourist destination and formulate strategies for its development. Obstacles in the aspect of tourist attractions include inadequate management, lack of attention to waste management, poorly planned and designed huts or relaxation areas, burning of trash in corners of the beach area by the management, absence of local traditions and rituals at Bosur Beach, limited variety of handcrafted products available for trade, and the current absence of beach signboards due to previous vandalism by irresponsible visitors. Furthermore, no unique features are found in the artificial attractions at the beautiful Pandan Beach tourist destination. Obstacles identified in the amenities aspect include the absence of trash bins, parking areas that do not meet standard requirements, dilapidated and outdated toilet floors and buildings, aesthetically unpleasing seating designs lacking functional shade, the absence of designated areas for ablution (wudhu) for visitors who wish to pray, and the deteriorated ceiling and faded paint of the mosque building. There are vacant shops in the beach area; however, the vendors use tricycles (becak) for flexibility, and the rental costs are relatively lower as electricity is not required for the kiosks' lighting. Obstacles found in the accessibility aspect include the limited use of regular public transportation by tourists, the road only consisting of two lanes with a width of approximately 4 meters, which is insufficient for accommodating two buses passing each other simultaneously, the absence of bus stops and traffic signs indicating the direction to Bosur Beach. Obstacles in the aspect of the image include the accumulation and burning of trash at various points on Bosur Beach and the lack of distinctiveness that sets Bosur Beach apart from other beaches in Indonesia, making it similar to the common beaches found throughout the country. Obstacles in the price aspect include higher motorized tricycle fares due to the absence of standardized prices, leading to a mismatch between visitor expectations and the quality of facilities provided within Bosur Beach, such as toilet, prayer rooms,

stages for performances, gazebos, food courts, and the various tourist attractions offered within Bosur Beach.

KEYWORDS: Development, Tourist Attractions, Amenity, Accessibility, Image, Pricing, Bosur Beach.

1. INTRODUCTION

Tourism is one of the potentials that is now being developed in various countries. Globally, the tourism industry can contribute over 1.5 billion dollars (UNWTO, 2020). One region in Indonesia that has great potential in the tourism sector is Central Tapanuli Regency. With a coastline length of approximately 200 km on the western coast of Sumatra Island, this regency is adorned with beautiful beaches and more than 25 small islands scattered in the Indian Ocean, showcasing the beauty of its beaches and the charm of its underwater ecosystem (Central Tapanuli Regency Government, 2023). One of the many stunning beaches with immense tourism potential in Central Tapanuli Regency is Bosur Beach, now known as Pantai Indah Pandan. Bosur Beach covers an area of approximately 4 hectares. The Bosur Beach area is a white sandy beach located in the Mangga Dua Village and Kalangan Village of Pandan District, nestled amidst hills stretching along the coastline. Bosur Beach offers several tourism attractions, including breathtaking green hills, cool air, beautiful sea views with clear blue water, captivating sunsets with a deep orange sky, clean sandy beaches, and calm waves that make it safe for children to swim without strong currents. Another important potential of Bosur Beach, or Pantai Indah Pandan, is that it attracts the highest number of visitors in Central Tapanuli Regency, with approximately 90,240 tourists per year (Central Tapanuli Regency Central Bureau of Statistics, 2021). Based on the Notes on Financial Reports (CaLK) of Central Tapanuli Regency in 2021, the actual realization for Tourism and Cultural activities amounted to only 1.08% of the total budget, sourced from the Regional Budget (APBD). These data indicate a lack of revenue generated from the tourism sector, despite Central Tapanuli Regency having many tourist destinations that could contribute to increased revenue. In total, there are 130 tourist destinations in Central Tapanuli Regency, including island tourism, beach tourism, nature tourism, and historical tourism. The planning of tourism development in Central Tapanuli Regency has always focused on building tourism infrastructure, but so far, there has been no developed and well-known tourism destination aligned with the purpose of constructing such infrastructure (Sianipar, 2019). Based on the gap between the tourism potential of Bosur Beach in Central Tapanuli Regency, tourist complaints, and the revenue from the tourism sector in the regency, research is needed to obtain strategies for developing related tourist destinations. The strategies generated from this research are expected to contribute to the improvement of the tourism sector in Central Tapanuli Regency.

2. RESEARCH METHODS

The research method used to study the development strategies of the Bosur Beach tourist destination in Central Tapanuli Regency is a mixed method. The results obtained from both quantitative and qualitative data are then presented descriptively. By using the descriptive method, the researcher will

be able to describe how the tourism destination development strategies in Bosur Beach, Central Tapanuli Regency are formulated. The population in this study consists of the entire community residing around the selected location and all tourists who have visited the selected location. This makes it impossible to determine the exact population size, or what is known as an unlimited population. Therefore, sample determination is done through accidental sampling. With this method, individuals are selected as samples randomly because they happen to be present at the selected location. In this study, the researcher limited the sample size to 100, conducted over a period of 1 week. The data used in this study consists of two types: primary data and secondary data. Primary data is collected through direct field observations, documentation, questionnaire distribution, observation, and interviews. Secondary data in this study is collected through a literature review and statistical data related to the tourism sector in Central Tapanuli Regency, specifically in Bosur Beach. Data analysis is conducted using a mixed method, both quantitative and qualitative. Data required for each research parameter are collected based on the formulated research questions and then presented in the form of descriptions, maps, images, and tables. Data collection is done through questionnaire distribution and interviews with respondents. The primary data obtained is then compared with secondary data from relevant institutions. The results of the analysis from both types of data are subsequently presented descriptively, both qualitatively and quantitatively. The analysis results are further presented using quantitative descriptive techniques.

3. RESULTS AND DISCUSSION QUESTIONS

3.1. Aspect of Tourism Attractions

No	Sub Aspect	Maximum score	Minimum score	Total score	Achievement	Category
1	Natural attraction	2.000	400	1.630	81.5	High
2	Cultural attraction	2.000	400	1.492	74.6	High
3	Human-made attractions	1.000	200	712	71.2	Moderate
Aspect of tourism attractions		5.000	1.000	3.834	76.7	High

The obstacles encountered in the natural attraction aspect of tourism attractions (81.5) are the local community in the coastal area pays little attention to the amount of waste stranded on the beach. This can reduce the natural beauty of Bosur Beach as a tourist attraction.



Figure 1: Waste stranded on the shores of Bosur Beach

In addition, there are huts or resting places that are built haphazardly and without proper planning and design, creating a sense of untidiness in the Bosur Beach area. The untidy impression can diminish the destination's image, thereby affecting the number of tourist visits.



Figure 1: Huts/resting places built without proper planning and design

On the other hand, within the Bosur Beach area, there are still numerous piles of trash, and the practice of burning trash in the corners of the beach, which is an area rarely visited by tourists to reduce the trash piles, affects respondents' assessment of ecosystem sustainability.



Figure 3: Piles of trash being burned

Furthermore, in the cultural attraction aspect (74.6), there is a lack of traditions and rituals at Bosur Beach as a tourist destination. However, if local cultural traditions and rituals are showcased and regularly held at Bosur Beach, they can become strong bonding factors for attracting tourists. Additionally, there are various handicrafts traded at the beach, such as decorative shells, souvenirs,

beaded bracelets, and more. Government intervention is needed to enhance the community's skills in developing the handicraft industry, especially at Bosur Beach, considering the abundance of artistic products in Tapanuli Tengah Regency, such as traditional textiles (ulos), wood carvings, various woven products including mats, bags, baskets, wall decorations, and more. Furthermore, visitors show interest in the presence of several performing arts events at Bosur Beach.



Figure 4: Tapteng Summit 2022 event at Bosur Beach

In the aspect of human-made attractions (71.2), respondents generally find the architectural beauty of man-made attractions in tourist destinations quite appealing. Additionally, there is an entrance gate and signboard for Pantai Indah Pandan, as well as an open-air fountain. Unfortunately, the open-air fountain is not functioning, and the signboard for the beach is currently missing due to previous vandalism by irresponsible visitors. The man-made attractions at Pantai Indah Pandan do not possess unique characteristics.



Figure 5: Damaged "Sign Horas Tapteng" sign

3.2.Amenity Aspect

No	Sub Aspect	Maximum score	Minimum score	Total score	Achievement	Category
1	Public facilities	4.000	800	3.018	75.5	Moderate
2	Supporting facilities	1.500	300	1.274	84.9	High
Amenity Aspect		5.500	1.100	4.292	78.0	High

The obstacles found in the amenity aspect, specifically the sub-aspect of public facilities, include the lack of trash bins. This leads to the accumulation of trash on the beach, which is then collected and either stockpiled or burned at several points. These actions have a negative impact on environmental pollution and disrupt the visual aesthetics of Bosur Beach. Furthermore, in the existing conditions, it can be observed that the parking area is not designed according to applicable parking space standards. The available parking area is simply an open space without parking lines or directional signage. This can result in a disorderly parking situation, especially during peak seasons, and cannot be fully controlled by parking attendants.



Figure 6: Parking area at Bosur Beach

In addition, the public toilets at Bosur Beach function well and their cleanliness is maintained. The toilet attendants are also actively working every hour. However, the toilet floors and buildings appear dull and outdated, which diminishes visitors' assessment of the cleanliness of the restroom. *pengunjung terhadap kebersihan kamar mandi menjadi berkurang,*



Figure 7: The condition of the toilet

Bosur Beach attracts a large number of visitors, especially during the year-end holidays, with daily visitor numbers reaching thousands. The seating areas for relaxation at Bosur Beach are available at various points along the road corridor and amidst the trees in the form of gazebos and huts. The design of these seating areas consists of various materials, ranging from reinforced concrete, and plastic, to wood, but they are not aesthetically considered. Functionally, the seating areas without shade, particularly those made of reinforced concrete, expose visitors to direct sunlight. As a result, many visitors prefer to sit in the food court area or the provided tents.



Figure 8: Condition of huts and seating areas

Furthermore, there is no dedicated ablution area for visitors who wish to perform religious prayers in the beach mosque. Visitors who want to perform ablution have to use the restroom facilities. Additionally, the mosque building requires maintenance, as seen by the collapsed ceiling on the exterior and the fading paint. These conditions affect the evaluation of this parameter.



Figure 9: Condition of the mosque

Moreover, vendors selling items such as clothes, beads, and handmade decorations peddle their goods using tricycles. Based on interviews with souvenir vendors, it was found that despite the presence of vacant shops in the beach area, they find it more flexible to trade using tricycles. If the beach is not crowded, they can easily move to another location, and the rental cost tends to be cheaper as they do not require electricity for their kiosks' lighting.



Figure 10: Souvenir vendors

3.3. Accessibility Aspect

No	Sub Aspect	Maximum score	Minimum score	Total score	Achievement	Category
1	Modes of transportation	1500	300	1252	83.5	High
2	Transportation Infrastructure	1500	300	1072	71.5	Moderate
Accessibility aspect		3.000	600	2.324	77.5	High

Barriers encountered in the Accessibility aspect are primarily due to the lack of regular public transportation usage by tourists, resulting from the absence of safe, comfortable, and affordable public transportation services to tourist attractions. The majority of visitors to Bosur Beach destination evaluate the transportation mode to the tourist destination as adequate and without significant problems, consistent with the observations made. However, Bosur Beach destination is served by several transportation routes, but efforts are needed to standardize public transportation, especially on routes passing through Bosur Beach. Additionally, regarding transportation infrastructure, based on the observations made, the proximity of Bosur Beach destination to the central capital of Tapanuli Tengah Regency provides good accessibility. The smooth road conditions are a plus point for Bosur Beach destination. However, despite the good and smooth quality of the road leading to the tourist destination, the road only consists of two lanes with a width of approximately 4 meters, which is deemed inadequate to accommodate two buses passing each other. Another barrier is the lack of bus

stops and traffic signs indicating the direction to Bosur Beach. Bus stops and traffic signs are important infrastructure needed by tourists when traveling to a tourist destination.

3.4 Image Aspect

No	Sub Aspect	Maximum score	Minimum score	Total score	Achievement	Category
1	Cognitive image	500	100	364	72.8	Moderate
2	Unique Image,	500	100	405	81.0	High
3	Affective image	500	100	405	81.0	High
Image aspect		1.500	300	1.174	78.3	High

Barriers identified in the Image aspect, particularly in the sub-aspect of the cognitive image, are mainly related to the perception of visitors regarding the image of Bosur Beach destination. It is known that the image of Bosur Beach destination is generally good, but the presence of piled-up and burned trash at several points on Bosur Beach diminishes the respondents' assessment, as the presence of such trash creates discomfort for visitors during their beach tourism experience. Moreover, this accumulated trash also contributes to an unhealthy beach environment. Based on direct field observations, no barriers were found related to this parameter. The natural beauty obtained from the unique sea and beach is appreciated. However, besides the trash issue, the negative response to this unique image can also be attributed to the lack of distinctiveness displayed at Bosur Beach, making it similar to other beaches in Indonesia in general. The lack of traditional performances or cultural rituals at Bosur Beach is another factor that affects the image perception of the destination. Such performances are attractive cultural aspects that can captivate the attention of tourists, especially foreign tourists.

3.5 Pricing Aspect

No	Sub Aspect	Maximum score	Minimum score	Total score	Achievement	Category
1	Harga Terjangkau	2000	400	1577	78.9	High
2	Kesesuaian Harga	1000	200	766	76.6	Moderate
Pricing Aspect		3.500	600	2.343	78.1	High

Barriers encountered in the pricing aspect, particularly affordable pricing, include the following. Based on direct field observations, there are several transportation options available to reach Bosur Beach as a tourist destination, such as public minibusses with route numbers 245, 242, and 257, departing from Pandan. The fare charged to passengers is 5,000 Indonesian Rupiah. Another transportation option is motorized rickshaws (becak bermotor), but the fare charged to passengers can vary depending on the distance and the driver of the motorized rickshaw. As a result, the cost can become more expensive due to the absence of government-set standard rates for motorized rickshaw fares. Additionally, many visitors feel that the expenses for using lodging facilities and toilet are burdensome. Based on observations, these negative responses may be attributed to a mismatch between visitor expectations and the existing condition of the toilet. The price list for toilet facilities at Bosur Beach indicates that the fees collected are intended for toilet maintenance. However, on-site conditions reveal a disappointing state of affairs.



Figure 2: Toilet tariff (left) and toilet condition (right).

Furthermore, in the existing condition, it can be observed that the parking area was not designed in accordance with applicable parking space standards. The available parking area is merely an open space without parking line markings and parking circulation directions. This can result in a disorderly parking situation, especially during peak season, and cannot be fully controlled by parking attendants. This inconsistency between visitor expectations and the existing parking area conditions contributes to the negative responses received. These negative responses may also stem from a discrepancy between visitor expectations and the quality of the goods being sold. Similarly, negative responses regarding the suitability of prices for the goods sold can be attributed to a mismatch between visitor expectations and the quality of the facilities provided within Bosur Beach, such as toilet, prayer rooms, performance stages, gazebos, food courts, and the various tourist attractions offered within Bosur Beach.

4. CONCLUSION

Based on the discussion presented above, the author concludes four relevant points as follows: Barriers found in the aspect of tourist attractions include the lack of attention from the management regarding the accumulation of trash on the beach, the presence of poorly planned and designed huts or relaxation areas that create a dirty impression in the Bosur Beach area, the excessive amount of trash and the management's practice of burning it in certain beach corners, and the absence of traditional customs and rituals at Bosur Beach as a tourist destination. Additionally, the variety of handicrafts sold, such as decorative shells, trinkets, bracelets, and others, lacks diversity. Government intervention

is needed to enhance the community's capacity in developing handicraft industries, especially at Bosur Beach, considering the abundance of artistic products in the Tapanuli Tengah Regency, such as traditional fabric (ulos), wood carvings, various woven products including mats, bags, baskets, and wall decorations.

Barriers found in the aspect of amenities include the absence of trash bins, the parking area not being designed according to applicable parking space standards, worn-out and dilapidated toilet floors and buildings, and a lack of aesthetic consideration in the design of seating arrangements, which consist of various materials ranging from reinforced concrete to plastic and wood. Functionally, seating without shade made of reinforced concrete will expose visitors sitting in that area to direct sunlight. Furthermore, there is no dedicated ablution facility for visitors who want to worship in the prayer room (musholla). The exterior ceiling of the mosque also requires maintenance, as some parts have collapsed and the paint has started to fade. In terms of supporting facilities, there are empty shops in the beach area; however, the merchants use pedicabs to present their merchandise, making it more flexible and cost-effective as it does not require electricity for stall lighting.

Barriers found in the aspect of accessibility include the minimal use of regular public transportation by tourists and the smooth road conditions, which are considered advantageous for Bosur Beach as a destination. However, despite the good and smooth quality of the roads leading to the tourist destination, the two-lane road with a width of approximately 4 meters is deemed insufficient to accommodate two buses passing each other. There is also a lack of bus stops and traffic signs indicating the direction to Bosur Beach.

Barriers found in the aspect of image/culture generally show that visitors have a positive perception of the image of Bosur Beach as a tourist destination. However, the presence of accumulated trash and burning in several spots on the beach affects this positive perception. The natural beauty obtained from the uniqueness of the sea and beach is diminished by the lack of distinctiveness displayed at Bosur Beach, making it similar to other beaches in Indonesia. The negative response to this lack of uniqueness can also be attributed to the absence of cultural performances or traditional rituals at Bosur Beach. Such performances are considered cultural attractions that can captivate the attention of tourists, especially foreign tourists.

Barriers encountered in the aspect of pricing include the variable costs imposed on motorized pedicab passengers, which can potentially become more expensive due to the absence of government-set price standards. Many visitors are dissatisfied with the prices charged for enjoying the facilities of the cottages/toilet. This negative response can be attributed to the mismatch between visitors' expectations and the existing condition of the toilet. The price tariff for toilet at Bosur Beach indicates that the collected fees are intended for toilet maintenance services. However, the on-site conditions reveal a concerning state.

Furthermore, in the existing conditions, it can be seen that the parking area is not designed in accordance with the applicable parking space standards. The available parking area is merely an open land without parking line markings and parking circulation directions, leading to chaotic parking conditions, especially during peak seasons. This situation contributes to the mismatch between visitors' expectations and the quality of facilities provided at Bosur Beach, such as toilet, prayer rooms (musholla), performance stages, gazebos, food courts, and the offered tourist attractions within Bosur Beach..

SUGGESTION

In terms of tourism attractions, it is expected to promote the unique natural beauty of Bosur Beach internationally through social media platforms such as Instagram, Facebook, and other social media channels. The preservation of Bosur Beach's natural uniqueness should be ensured by preventing scattered litter that can disrupt the visual aesthetics of the beach. The natural beauty of Bosur Beach should be maintained without causing any damage, and development should follow sustainable principles. Trash bins should be provided at various points for easy access by tourists. The preservation of the Bosur Beach ecosystem should be prioritized by implementing sustainable principles and promoting the traditions and rituals of the Batak ethnic group, the majority ethnic group in Tapanuli Tengah Regency. Cultural exhibitions should be organized periodically, and the traditional culinary taste of Tapanuli Tengah Regency should be preserved. Tourists should be given the opportunity to participate in cooking traditional cuisine to enhance interaction between the local population and tourists. Handicrafts at Bosur Beach should be promoted through social media platforms to increase tourist interest in visiting. Tourists should also be given the chance to participate in creating these handicrafts to further enhance interaction between the local community and visitors. Videos of art performances held at Bosur Beach should be created and shared on platforms such as YouTube and Instagram to increase public interest in visiting the beach. Competitions in art performances should be organized for various groups, including local residents, domestic tourists, and international tourists.

In terms of the amenities aspect, Bosur Beach's architecture should be designed using a Neo-Vernacular approach to preserve its local touch. Sustainable architecture principles should be applied, and the existing unique attractions of Bosur Beach should be maintained and promoted through social media to attract public interest. The number of public toilets at Bosur Beach should be increased, including providing specific facilities for people with disabilities. Cleanliness in public toilets should be improved, and local residents should be employed as toilet attendants. The parking area should be expanded and well-designed to ensure smooth vehicle and pedestrian circulation. Existing seating areas should be well-maintained, and additional seating should be provided to accommodate all tourists, especially during peak seasons. The aesthetics of seating areas should be redesigned to cater to the current trend of capturing photos and sharing them on social media. Cleanliness and comfort should be enhanced in the food court/canteen area. Existing homestays/hotels should improve their services, and the number of accommodations around Bosur Beach should be increased. Souvenir shops should be encouraged to operate to create a lively and attractive atmosphere at Bosur Beach.

Regarding accessibility, keeping up with technological advancements, public transportation should be integrated into online motorcycle taxi applications to facilitate tourists' use. Local transportation modes should be preserved, and all operating modes should be in good condition. The quality of roads, which are currently in good condition, should be maintained. Several bus stops should be established, including at the entrance area of Bosur Beach, to ensure that tourists using public transportation can reach the beach safely. Traffic signs should be provided to guide visitors to and from Bosur Beach.

In terms of image, service to tourists should be improved, and the cleanliness and security of Bosur Beach should be maintained. The beauty and preservation of Bosur Beach's natural environment should be safeguarded. Photo spots and seating areas should be designed to frame the natural beauty of Bosur Beach. High-locality entertainment, such as traditional art performances, should be offered to tourists. Tourists should be given the opportunity to participate in creating local handicrafts and cooking traditional cuisine. In the pricing aspect, a classification of public transportation costs should be established, ranging from the cheapest to the most expensive options, to provide tourists with choices. Attractive promotions related to Bosur Beach entrance fees should be offered, such as offering a 50% discount to the first 10 visitors or providing points for each visitor's visit that can be used to reduce the entrance fee on their next visit. Different price classifications should be available for cottage facilities to allow tourists to choose according to their budget. Free public transportation should be provided to alleviate parking cost concerns for visitors. The quality of goods sold should be improved to align with the offered prices. The quality of facilities and tourist attractions at Bosur Beach should be enhanced to ensure that the expenses incurred by visitors are commensurate with the facilities and attractions they receive.

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