

Original paper

A DEVELOPMENT PLAN FOR TOURISM POTENTIALS IN COASTAL AREA OF UJUNGNEGORO, BATANG REGENCY

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ABSTRACT

Ujungnegoro is one coastal area in Batang Regency Central Java, which offers a unique environmental setting as well as enormous tourism potentials such as marine resources, aquaculture and plantations. Furthermore, Ujungnegoro has a variety of terrain ranging from plain to hills. Despite these potentials, presently the government faces some problems which hinder the development of tourism in this area, namely limited capital for development purposes, absence of infrastructure, inadequate government assistance in terms of budgeting and technical assistance. This paper analyzes these problems and identifies appropriate planning strategies that may be adopted to promote the tourism industry in Ujungnegoro, Batang Regency. These strategies will hopefully evolve into policies that will develop this area into appropriate tourist destination. Should this come to pass, this area will provide a greater contribution to the development of the area as a whole.

Keywords: *Ujungnegoro, Tourism potential and problems, Development Strategies*

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INTRODUCTION

Wahab (1992) defines tourism as the movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in these destinations, and the facilities created to cater to their needs. It is essential to define one of the major components of tourism which is the tourist. "Tourist" is derived from the term "tour" which according to *Webster's International Dictionary* (1961: 2417), means "a journey at which one returns to the starting point; a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned". *The Oxford English Dictionary* (1993:190) defines tourist as "one who makes a tour or tours; especially one who does this for recreation; one who travels for pleasure or culture, one who visits a number of places for their objects of interest, scenery or the like." It is useful to acknowledge that tourism development can be a capital-

intensive undertaking, especially in terms of the provision of accommodation facilities and man-made recreational facilities.

Presently, Ujungnegoro has not reached the pinnacle of tourism development. Even though the local government has tried to promote and advertise its tourist potentials, the number of tourist arrivals is still low compared to other places in Central Java. Such conditions indicate, that the income that may be derived from this sector is quite limited. In the same manner, the contribution of the tourism industry to both regency and regional development is relatively small.

Ujungnegoro as one waterfront zone in Batang Regency has natural unique which could be utilized as one tourist site (1989) of the area. Azeo Torre envisages that the basic concept of waterfront is melting pot of issues interests: the key word in development is compromise. Obviously, it is impossible to occupy every square foot of waterfront space with "people places" and "festival market places" because not all such places will be

used continually. The most important goal in developing the waterfront is to achieve this balance. Establishing a successful balance of uses will enable all facilities or uses under consideration to be realized to at least some degree, to come to life, and to avoid the death of waterfront project because of disagreement.

The local government, therefore, should take all of these into consideration in order to develop and promote the area to become one of the major tourist destinations in the Batang regency. The result of tourism industry will bring more benefit to the people as well as to the Regency.

MATERIALS AND METHODS

Study Sites

The area of study focuses on the tourist industry in Ujungnegoro, Batang Regency (**Fig. 1**). In addition to visiting and gathering data from the various tourist establishments, tourist support facilities such as transportation, infrastructure and tourist arrivals formed a sizable part of the study.

Methods

Analysis of data was done using the following methods, these are 1) Interviews with concerned stakeholders to determine the degree of tourist patronage in the area will be useful particularly to collect the data. The groups interviewed included local tourists, Department of Tourism Batang Regency officers, and representatives of the people. These interviews were aimed at determining the supply and demand of tourism in the area and their impact on the development planning of Ujungnegoro; 2) descriptive analysis is conducted to analyze data and determine the potentials and problems of the tourism industry in Ujungnegoro. This analysis will then serve as a basis for recommending development plan for Ujungnegoro tourism spot.

RESULT AND DISCUSSION

Results

The coastal area of Ujungnegoro is located in Batang Regency (**Fig. 1**). It is a tourism area which offers the natural beauty and cultural heritage. Based on the Regional Development Plan of Batang Regency, this place is directed to be developed as ecotourism area due to the natural potentials. Furthermore, many people named this area as the “Kuta (one of the most beautiful beaches in Bali) of Central Java”. It has a unique and specific characteristic of shoreline, therefore the coastal area of Ujungnegoro has potentials to be developed as the main tourist destination in Batang Regency or even in Central Java.

The topography itself is moderately undulating and rolling to a very steep slope. It has an elevation range of 0 meter to 14 meters above mean sea level. A west side tourism area shows steep rugged hills rising from the coastline, culminating in a broad peneplain with rolling hills extending towards and past the central portion of the area. This gradually decreases in elevation in slight and moderate slopes until the southern coastline. It is therefore, Ujungnegoro is divided into two zones: Upper and lower zones. The upper zone is religious tourism spot. There is a Syeh Maulana Mahgribi grave located on the hilltop. This place is visited by tourists only in a specific occasion. While, the lower zone covers natural tourism spot which offers the pristine beauty of the beach and the area along the sea side.



Fig. 1. Batang Administrative Boundary

1. Tourism Market

Batang tourism industry seems to have a good prospect in the near future. However, owing to some serious economic crisis in Indonesia, the number of tourists has decreased lately. This condition could be seen especially in 2000, when an economic crisis severely decreased the premier destination of the regency. Tourism growth dropped by 4%, resulting in a tourist arrival figure of 4 million.

Tourism is one of the most important growth industries. This is especially true in the Batang Regency, which has experienced phenomenal growth in its tourism industry during the past several years. The following figures on visitor arrivals to Batang Regency were obtained from the Department of Tourism:

Table1. *Batang Tourist Arrivals*

YEAR	TOTAL
1998	25.100
1999	29.421
2000	24.748
2001	37.793
2002	35.773

Source: *Department of Tourism, 2002*

The above table represent the number of visitors to Batang is tended to increase from 1998 to 2002. The year 2001 showed another feat by the tourism sector as visitor arrivals soared to an unprecedented record of 37.793 tourists surpassing the previous year's record of 24.748 tourist arrivals and in the year 2002 which is 35.773. While, for the foreign tourists it tend to be decreasing.

It is a fact that tourism development in Batang Regency especially Ujungnegoro has been slower compared to many other Regencies in Central Java. The majority of the population has been unable to afford holidays. The sea has not been treated as a tourism asset, but as an area to be exploited for its marine wealth and as a dumping area for waste materials. These conditions may be partially responsible for the lack of appeal of beach resorts for Ujungnegoro's people.

Generally, tourists who are visiting this regency are interested in sightseeing activities, which include areas of scenic beauty, historical sites and cultural attractions. Shopping may not be as important, but there is a strong demand for the quality and locally produced handicrafts. This is especially true for tourists who have an obligation to return home from their holidays with gifts for their friends and relatives. Besides, the Ujungnegoro is reasonably served with international air-links thereby making it accessible from the major tourist generating markets both within and outside the region.

Owing to the beauty of the coastal area in Ujungnegoro, many tourists are encouraged to visit this place. Tourism within the area is mainly local. This market frequently has not been discussed in tourism industry. Many local visitors are not even considered tourists, but they can play an important economic role. These people are interested in activities such as sightseeing, attending special events, shopping, diving, swimming, etc. For the domestic market, most visitors came to Ujungnegoro for pleasure or holiday visits. There were about 40% coming for this purpose. Domestic travelers were predominantly male and traveled alone or with a friend but rarely with their spouse or children.

Based on data available, the peak months for tourists visiting Ujungnegoro are August, September, and October. A significant number of tourists from outside Ujungnegoro come during the school holidays. The one departure from this on-season and off-season cycle is the large inflow of local visitors to see the pristine beauty of Ujungnegoro beach.

2. Tourist Potentials

2.1. Attraction

The Ujungnegoro boasts of fine-sand beaches, historical landmarks, cultural activities, and special attractions. Easily accessible from any other parts of central Java.

Ujungnegoro, as compared to other tourist spots in Batang Regency, has preserved its pristine beauty. It is nestled amidst the setting of lush greenery and verdant forests, and boasts of sand beaches, unpolluted crystal clear water, long shoreline, and rolling hills. It is endowed with natural and scenic qualities that attract people from all walks of life. Its vast area and beaches are ideal for recreational pursuits, making it a potential ground for picnics, camping, and other adventures. One can enjoy fishing, trekking, deep-sea diving, and beach combing. Therefore, it has a great potential as a tourist destination. Aside from water-related sports, facilities for supporting the tourist activities are already exist even though they are still lacking particularly in terms of quantity and quality.

2.2. Tourist Facilities

Ujungnegoro as tourism spot has very limited tourism facilities. The only facilities existed in this area were main gate, ticketing, shelter, parking, 3 simple restaurants, toilets and some local vendors. The existing of all these facilities is not well managed and maintained. In terms of quantity, the number of facilities is very limited and could not accommodate the needs of tourists. Therefore, there is an effort from the local government to develop this area to be one of the World class tourism spot in Central Java.

According to Tourist Master plan of Batang Regency, the area of Ujungnegoro will be developed synergy with Sigandu (the tourist spot next to Ujungnegoro) to be Resort area. Sigandu is also one of tourism area in Batang Regency which has been established primarily as man-made tourism spot. The location of this area is approximately 1 km from Ujungnegoro. The facilities which already exist in Sigandu are family garden, children playground, shelters, and vendors. This plan is supported by the government plan to establish artery road through Sigandu-Ujungnegoro along the sea side. The purpose of this development is to promote Sigandu-Ujungnegoro to be Master Piece of tourist spot in Batang Regency and even in Central Java.

Beside, there exists a circumferential road along the coastal corridors of the regency, which provides adequate inter municipality access. The road is also used as a feeder road system to interior region. Though unfinished, the majority of the national-provincial roads along the southern portion of the regency are classified as well-asphalt traversing the stretch from Kendal-Batang Regency towards the Pemalang Regency.

Another facilities exist in Ujungnegoro are electricity and telecommunication. In terms of telecommunication, mostly people in this area are using television as media for collecting any information. Besides, remembering Ujungnegoro is relatively remote area, some of the people are already utilized hand phone to do their communication.

Discussion

The study is providing information on tourist's potentials and problems occurred in Ujungnegoro tourism spot. These will then lead the discussion especially on how to design and develop Ujungnegoro to be a waterfront area which focuses on the optimization of the ecotourism potentials as well as the tourism hospitality. A waterfront that is alive with water dependent activities is the basis for an authentic and enjoyable experience. No matter how unique or exiting a waterfront development is, it will be a success only if it functions well on all levels. From regional access and circulation to adequate parking capacity, to ease and comfort of pedestrian movement, to the tourists' overall experience, all level must successfully, as well as meet capacities on peak activity days (Torre, 1989). From this point of view, to develop Ujungnegoro as world class tourism, it should be considered particularly the design of tourism area and the proficiency of tourism support facilities. The purpose of this matter is actually to satisfy the needs of tourist market.

Development Planning Strategies

Based on the Batang tourism master plan especially for Ujungnegoro-Sigandu, the tourist Department tries to develop Ujungnegoro to become one of the most wonderful waterfront areas as well as the beauties natural tourism spot in Batang Regency which has power to attract many tourists inside and outside the country. Therefore, there are many programs implementing in this area to support the development of Ujungnegoro. One of the development programs putting in this place is planning and Designing Ujungnegoro in such a way in order to make the area could be more attractive, live, and provide comfort to tourists.

Shirvani (1985) mentioned that in designing an area, there are 8 elements which should be considered, i.e. : 1) Land use, 2) Building form and massing, 3) Circulation and Parking, 4) Open Space, 5) Pedestrian Ways, 6) Activity Support, 7) Signage, and 8) Preservation.

To define those elements in the implementations of developing Ujungnegoro tourism area, are the following:

1. Land use. Land use is the effort to influence the direction of land use change (Darmawan, Sari and Soetomo, 2005). The appropriate of land use along the coastal area in Ujungnegoro is for tourism spot, but right now some of them are already changed. The change had been made by those people mostly without building use permission from the local government. Many of them are using the area to become slum area. Land uses decisions establish the relationship between circulation/parking and density of activities/uses within areas. There are different areas within an urban setting with different capacities for intensity, access, parking, transportation system availability, and finally demand for individual uses (Shirvani, 1985). Based on this matter, Ujungnegoro was divided into 3 kinds of land uses. Each of these zones was completed by related facilities and different activities.

2. Building Form and Massing. Traditional zoning ordinances deal with this aspect of physical form by setting specifics height, setback, and coverage. Building form and massing, therefore, encompasses height, bulk, floor area ratio (FAR), coverage, street-line setbacks, style, scale, material, texture and color (Shirvani, 1985). Building form and massing is implemented in designing Ujungnegoro. There are office building, restaurant, souvenir shop, plaza, and so on which placed in such a way with varying building height and setback. The more uniform an area is the more closely existing proportions should be followed.

3. Activity Supports. Activity support includes all the uses and activities that help to strengthen the public spaces, for activities and physical functions, uses, and activities (Shirvani, 1985). In tourism terms, activities support is actually tourism hospitality. It is therefore, in the development of Ujungnegoro tourism spot is based on the site plan which already exist. The following is the description of some tourism activity support in Ujungnegoro.

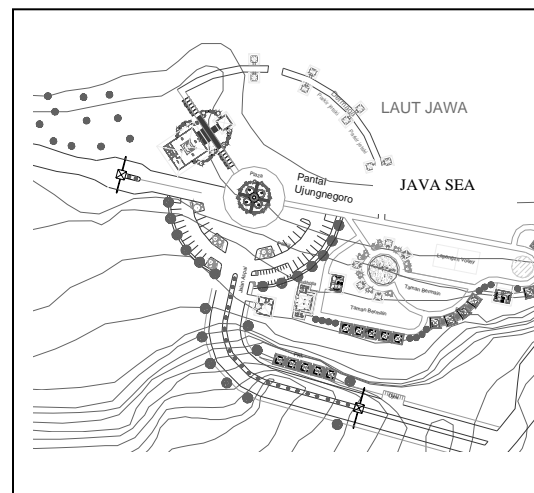


Fig. 2. The Site Plan of Ujungnegoro

From the above figure, it could be seen that the existing of Ujungnegoro tourism spot specifically in the lower part that offer the pristine beauty of the seashore, has planned in a very attractive design. In this design, it has already completed with some tourist facilities such as Representative Shelter, Toilets, Canteen and Cafe, Art and Souvenir shop, Sea food shop and restaurant, Playground, Marina, Restaurant, Parking, Beach Volley, Jogging Track, sidewalks along the sea shore etc.

The shops and commercial facilities will only as successful as the “free” experience component is outside. Programming for these outside areas is also crucial. From mimes to music, fireworks to laser displays, the Ujungnegoro tourism spot should be programmed for daily events, with attention given planning for special events and holidays—blessings of the fleet, waterfront festivals, and seafood festivals and so on. These events will draw tourists to this tourism spot and create a greater awareness of this special environment and a city’s cultural legacy (Torre, 1989).

Accessibility to Ujungnegoro via the sea can be considered as fair. A planning for ferry system and other sea-going vessels between Ujungnegoro and Sigandu will be a good proposal particularly to handle the transportation of goods and people. The duration of travel time is about 15 minutes. Pump boats, because of their size and speed, have the advantage over the ferry for the number of trips they make. They may also be hired for special trips.

Full service facilities are crucial for any waterfront development in that the availability of security, lighting, communications, and lodging among other provisions, which make a development an international magnet (Torre, 1998).

Jet Ski and motor boat is already provided in Ujungnegoro and these facilities could be rent by tourists to enjoy the authenticity and romantic flavor of its waterfront.



Fig. 3. The Plan for wharf



Fig.4 The Perspective design for wharf



Fig. 5. The Plan for Floating Restaurant

4. Circulation and Parking. The provision of adequate parking with least visual impact is essential to the success of urban design. There are various ways of handling parking that permit virtual elimination of surface parking. The circulation element of urban design offers one of the famous powerful tools for structuring an urban environment. It can shape, direct, and control pattern (and therefore development in a city, as when transportation system of public roads, pedestrian ways, and transit system links and focuses movement (Shirvani, 1985). Circulation and parking are two elements that should be considered in the development of Ujungnegoro. These two elements will support directly the tourism activities in this area. Parking area is one of the tourist needs which should be accommodate in the tourism spot, because some of the tourists will come and visit the tourism spot by using automobile. The existence of parking area will significantly influence the comfort of tourists in doing their tourism activities. In terms of accessibility, is already mentioned in the above discussion that there already exists a circumferential road along the coastal corridors of the regency, which provides adequate inter municipality access. The road is also used as a feeder road system to interior region. This accessibility will further encourage and ease many tourists to visit Ujungnegoro.

5. Open Space. Open space holds different meanings for different professionals. Here it is defined as all landscape, hard cape (roads, sidewalks, and the like) parks, and recreational space in urban area. Open space elements include parkas and squares, urban green spaces, as well as the trees, benches, planters, water, lighting, paving, kiosks, trash receptacles, drinking fountains, sculptures, clocks, and so on.

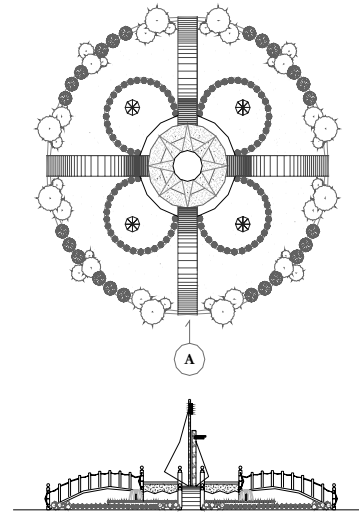


Fig. 6. The Plan for open space of Ujungnegoro Tourism spot

The above figure is the design of an open space that could be used as an active place. In this place tourists can do many kinds of activities, such as jogging, relaxing, sight seeing, walking, etc. Furthermore, in the centre of this open space is located a sculpture with fountain inside. This landmark was designed in a specific way in order to be become one of tourist attraction. Active and interesting, changing in both scale and function, the landmark becomes the conduit of visitor experience.

6. Pedestrian Ways. The pedestrian element should aid in the interaction of basic urban design elements, should relate strongly to the existing built environment and activity pattern, and should fit in effectively with future physical change in the city. That is to say, we have to balance the use of pedestrian elements to support livable, attractive public spaces while at the same time allowing for such related activities as delivery services, access and individual property requirements.

7. Signage. Advertising sign have become increasingly important visual elements in towns and cities. From the urban design standpoint, the size and design quality of private advertising signs must be regulated in order to establish compatibility, lessen negative visual impact, and at the same time reduce confusion and competition with

necessary public and traffic sign. The design of tourism signage in Ujungnegoro is aimed to provide any information to tourists. The design recommendations for direction board, object name board, etc, demonstrate how even the most common functional signs can incorporate “direct and in direct communication. While the recommendations stipulate city wide standards for sign visibility (location, mounting standards, reflective materials, and so on).

8. Preservation. Shirvani mentioned that preservation considered about all existing structures and places, temporary or permanent. That is not to say that all off these should be preserved. In the case of Ujungnegoro, in designing the area, there are many actions to preserve the area. 1) the building and mass development should not damage the area, 2) the conservation area should be build especially for building, 3) the development design should also concern about the green belt area. The trees planted in this area would be palm trees and coconut trees. Those trees will further be used to provide an aesthetic value of the area and protecting tourists from air pollution.

Generally, tourism at the coasts is associated with a wide variety of development activities, environmental impacts and coastal management process. The impacts are classified variously: environmental, economic, and social cultural, positive or negative, direct or indirect, immediate or cumulative, short term or longterm. (Wong, 1998)

Related to the above manner, Butler's (in Tosun, 2001) then defined that tourism development should further concern about sustainable tourism development. It appears to be a substantial contribution to unify the concept of sustainable tourism development with its parental terms. Butler stated that:

“...sustainable development in the context of tourism could be taken as: tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it

prohibits the successful development and well-being of other activities and processes. That is not the same as sustainable tourism, which may be thought of as tourism which is in a form which can maintain its viability in an area for an indefinite period of time”.

CONCLUSION

The development and promotion of tourism industry can be utilized to attract more tourists to come to Ujungnegoro as well as Batang Regency which will increase the amount of tourist expenditures. Therefore, there is a need for Ujungnegoro to capture market share in the highly competitive tourism market in the region. This will require a unique and high quality tourism product with a coordinated approach for marketing and an understanding of consumer preferences. In addition, to have better access to larger market within and outside Batang Regency, the perfect planning and design of Ujungnegoro tourism spot are really important. Developing tourism in Ujungnegoro–Batang Regency will further lead ultimately to the development of other sectors and areas. The benefit of tourism development will spread in Batang Regency as a whole and for the local people. In other words, trickle-down effects of tourism development from this sector will be visible throughout the regency whereby the quality of life and personality of individuals and groups will also improve.

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