

## **Placemaking as a development strategy for the Paal Likupang Beach tourism area**

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**Abstract.** Paal Beach is a tourist attraction that supports the super priority tourist area of Likupang, it needs to get input on the concept of arrangement and development in order to increase its attractiveness as a beach tourism area. This study emphasizes the arrangement and development of the Paal beach tourism area, which has the potential to strengthen the character, impression and meaning of the place. Placemaking approach is used to highlight the uniqueness and strength of a place. This study uses qualitative methods, with descriptive analysis. The results of the study show that, in order to achieve the success of establishing beach tourism, it is necessary to optimize the factors of access and connectivity, comfort and image, lively and interesting activities, and the formation of strong social bonds in forming a sense of place.

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## 1 Introduction

Since being designated as a Likupang Tourism Special Economic Zone (SEZ) through Government Regulation No. 84 of 2019, the tourist area around the Likupang Tourism SEZ continues to experience development and improvement in infrastructure development [1]. This has had a positive impact on Marinsow village as a tourist village which continues to be visited by tourists in the current New Normal era. Infrastructure development such as road access and the existence of a homestay development program managed by the community have made Marinsow village an attractive tourist destination and easy to visit.

The main attraction of Marinsow village is Paal Beach as one of the attractions of the Likupang SEZ which continues to attract local and foreign tourists. The existence of the Covid-19 pandemic caused a decrease in the number of tourist visits to North Minahasa [2], this condition also had an impact on the closure of activities from Paal Beach. With the handling of Covid-19 getting better, and supported by infrastructure development, the government and the people of Marinsow village are slowly trying to increase the attractiveness of Paal Beach again through the arrangement and development of the Paal Beach tourism area.

Placemaking was chosen as an approach in designing and structuring the area to encourage the tourism, social and cultural potential, as well as the economy in Marinsow village by emphasizing aspects of local wealth to create memorable spatial experiences and provide meaning for visitors, this approach aims to form a sense of place and sense of community from tourists as well as the people of Marinsow village.

## 2 Literature Review

### 2.1 Beach Tourism

The beach is a tourist object that has the potential to attract tourists because of its varied forms and atmosphere [4].

Beach tourism is a tourism activity that prioritizes coastal resources and culture of coastal communities such as recreation, sports, enjoying the scenery and climate. Meanwhile, marine tourism is an activity that prioritizes underwater resources and the dynamics of seawater. [5],[6].

The natural characteristics of the coast will influence the planning of a coastal area. [7]. These characteristics include:

- More of an entertainment activity in open space by utilizing the sea as a view and also as a place of recreation (eg swimming, marina, etc.).
- Processing of outer space is very important to support the atmosphere of beach tourism.
- Existing buildings pay attention to natural conditions. This can be seen from:

- a. There are many openings that take advantage of the "view" to the sea and wind as well as optimal utilization of sunlight.
- b. The use of building materials that are resistant to weather and brackish seawater or groundwater conditions.

### 2.2 Placemaking

Placemaking is the theory of making a place, where the place has its own identity, is sustainable, resilient, and reflects life. Community involvement supports the successful design and development of a place. Placemaking has been adapted to accentuate the characters and elements of a place and give it a new meaning physically and psychologically [8].

The Project for Public Spaces formulates 4 criteria for the formation of successful public spaces, including:

Access & Linkages, has easy access for users and can connect a place with the surrounding area.

Comfort & Image, obtained from the user's perception of the place, this usually includes safety, cleanliness, and availability of seats.

Users & Activities, activities that live at all times and seasons.

Sociability, visitors feel comfortable interacting with strangers, giving rise to a strong sense of place.

## 3 Methods

This study uses a qualitative method, which describes phenomena as well as empirical facts in a systematic manner. Data collection was carried out by field observation. In addition, interviews were conducted to find other data. This study uses a qualitative descriptive analysis, to describe the situation and the data obtained. The results of this study are to present an overview of the condition of the Paal beach tourism area which is analyzed by means of a literature review related to the concept of placemaking. Drawings of the design results are also presented to reinforce the implementation of the concept at the research location.

## 4 Discussion

### 4.1 Description of the Research Location

Paal Beach tourist area consists of white sand with the beauty of the open sea, has a coastline length of  $\pm 1400$  meters. The distance from the residential location of Marinsow villagers to the tourist area of Paal Beach is  $\pm 2.5$  km which can be reached in 6 minutes. The facilities available in the Paal Beach tourist area include: gazebos, food stalls, bathrooms, vehicle parking areas, performance venues, as well as water sports recreational facilities in the form of Banana Boats, and several local government buildings. All existing facilities are managed by the government through BUMdes and the Marinsow village community [1]

Paal Beach has a stretch of sand which is the main attraction, in this area there are various activities for tourists to spend time traveling such as playing, sports, beach worship, sitting, sunbathing and other recreational activities. In addition, Paal beach is often used as a location for cultural celebrations and festivals on a local and international scale. At the North and South ends there are natural rocks which are often used as photo spots. Besides that, there is a fishing area on the north side of Paal beach, on the south side there is a tracking path through the forest to go to Bird Island.

#### 4.2 Issues and Problems

Issues raised in the arrangement and design of sustainable tourism facilities. While the problems found from the results of field observations are the arrangement that has not been optimal in presenting an attractive, safe and comfortable tourist destination. Some of the findings of the problem include the absence of area markers that can be used as branding of Paal beach, the arrangement and design of supporting buildings is not optimal and seems inappropriate in accommodating tourism activities so that better designs are needed, highlighting attractive and memorable identities and localities. Another thing is related to outdoor space that is not well organized as well as parking arrangements that are not regulated so that

visitor activities mix with vehicles which can interfere with the comfort of traveling. In addition, there are problems in the waste management system that are not yet clear, as well as problems with the availability of clean water. This was also conveyed by Kapantow [2] as a problem and a proposed improvement from Paal Beach.

#### 4.3 Placemaking Application

**Access & Linkages**, one of the success factors in establishing a place is affordability and connectivity. The construction of the main road infrastructure to Paal beach is one of the reasons this place is crowded to visit. However, the conditions in the location do not yet have a network that connects several other tourist spots, such as a unique rock area as well as a tracking area to bird island. In addition, the problem of parking arrangements needs to be arranged so as not to interfere with the safety and comfort of visitors.

Therefore we need a pedestrian path and bicycle path as a link to these areas but still make the sand and the beach the main attractions. Along this network is filled

with various supporting facilities such as food stalls, recreational areas and public spaces that are attractive with various visitor activities.



In order not to disturb the activities of visitors, the parking area should be placed some distance from the beach area, around the area of food stalls and other facilities in order to make it easier for visitors to access existing facilities.

**Comfort & Image**, the length of the walking area which reaches 1400 meters will require a resting place to collect energy in enjoying tourism activities on Paal beach, to create success in establishing a place also requires strong characteristics in the design of supporting buildings.

Architectural uniqueness can be obtained by considering local wealth, based on aspects of form, as well as the use of local materials. In addition, outdoor space planning needs to be arranged with local vegetation such as coconut trees, palms, Ketapang, etc. Outdoor furniture such as seats are attractively designed within a certain distance as a place to rest. Landmarks in addition to being an attraction can also be a point for a short break.



#### 5 Conclusion

The arrangement and development of the Pall beach tourism area is needed to support the success of the Likupang SEZ. With the Placemaking approach in the tourism context, it will bring out the unique regional character so as to provide an interesting experience for tourists.

From the research conducted, it can be concluded that to achieve the success of a place, various potentials and spots that become attractions must have safe and comfortable access. In addition, the character of the area needs to be enhanced with local potential such as local architecture and materials used. A good outdoor arrangement will have a positive impact on tourism activities.

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