CHAPTER I
INTRODUCTION

This chapter discusses the introduction of this final project. It contains the background, problem formulation, objective, assumption, and outline of the report.

1.1 Background

Tour is an activity of a journey undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the unique tourist attraction in a temporary period, while tourism is a wide range of tourist activities and supported by a variety of facilities and services provided by communities, businesses, governments, and local government (Law No. 10 of 2009 on Tourism). Tourism is also inseparable from the existence of a tourist destination. An area can be regarded as a tourist destination if it has the object and attractions. Object and tourist attractions are important elements in tourism because, through objects and attractions, an area can attract tourists to visit. If many tourists visit, it will have a significant impact on increasing the income of a region.

Tourism is one of the sectors with the biggest income for Indonesia. Tourism development in Indonesia is progressing very rapidly; it was evidenced by Indonesia being in the Top-20 Fastest Growing Tourism Industry in the World by The Telegraph, a national British daily broadsheet newspaper (cnnindonesia.com, 2018). Based on data from the Central Statistics Agency (BPS), in 2018 the number of domestic tourist visits reached more than 275 million people were initially targeted as many as 270 million people. While the number of foreign tourists visiting Indonesia reached 15.81 million visits, increase 12.58 percent compared with the number of foreign tourists in 2017, amounting to 14.04 million visits (BPS, 2019).

In 2019, the government targets a total of 20 million foreign tourist arrivals and 275 million domestic tourists. To achieve these targets, the government implemented several new strategies, which are digital and nomadic tourism destinations (Kominfo, 2018). In addition, the government also launched Visit Wonderful Indonesia program which is a collaboration between the Ministry of Tourism with tourism stakeholders. The tourism stakeholders provide a variety of facilities and infrastructure to fulfill the needs of tourists during the tour somewhere. Facilities and infrastructure include lodging, travel agencies, restaurants, transportation, etc. (Suwena and Widyatmaja, 2017).

Based on the message from the Ministry of Tourism, in Visit Wonderful Indonesia program, there are 18 selected destinations which are all certainly meet the specified criteria such as facilities and supporting infrastructures like hotels and restaurants, exciting destinations, accessibility, and tourist safety factor. One of the selected destinations is Padang (swa.co.id, 2018). Padang becomes one of the tourist destinations that is quite often visited by domestic and foreign tourists. This is proven by the increasing number of tourist arrivals in 2018, which reached 5.2 million were initially targeted as many as 3.9 million people. In 2019, the government of Padang targets the number of tourist visits to 4.1 million people (Department of Tourism and Culture Padang, 2019).

Along with the increasing number of tourists to tourist destinations they are heading to, particularly Padang City, the construction of tourism facilities in the tourist destination exists as well as certain objects must be tailored to the needs of tourists both quantitatively and qualitatively. Quantitatively tourist facilities refer to the number of tourist facilities that should be provided and qualitatively show the quality of services provided and that is reflected in the satisfaction of tourists who get services. Therefore, minimum criteria and standards must be established that must exist in tourist destinations (Yoeti, 1996). The minimum criteria and standards that must exist in a tourist destination are presented in **Table 1.1**.

Geographically, Padang lies on the west coast of Sumatra Island, with a coastline of 84 km. Therefore, Padang is very famous for its beach tourism. In line with the increasing number of tourists who visit Padang City, The Government of Padang City continues to make improvements to tourist facilities, especially along the coast to reinforce the convenience and feasibility of attractions around the beach for the tourists who visit.

Table 1.1   Minimum Criteria and Standards in Tourism Destination Area

No.	Criteria	Minimum Standard
1	Object	One of the elements of nature, social, and culture
2	Access	Roads, ease of routes, parking, and affordable parking prices
3	Accomodation	Lodging services (hotels, guesthouses, inns)
4	Facility	Travel agent, information center, health facilities, firefighters, hydrant, TIC (Tourism Information Center), guiding (tour guide), information signpost, entry and exit officers
5	Transportation	The availability of convenient modes of transportation as entry access
6	Catering Service	Food and beverage services (restaurants, canteens)
7	Recreational activity	Activities in tourist locations such as swimming, sightseeing and others
8	Expenditure	Place to purchase general goods
9	Communication	There is TV, telephone signal, internet access, pulse voucher seller.
10	Banking System	There are banks and ATMs
11	Health	Health services
12	Safety	There is a security guarantee
13	Cleanliness	There is a trash can and warning signs about cleanliness
14	Worship facility	Worship facility
15	Education facility	There is one formal education facility
16	Sport facility	There are sport equipments
17	Promotion	-

Padang Beach, located on Samudera Street, has an area of 9,000 m^2 with a coastline of 4 km. The Government of Padang City has provided some supporting facilities along this coast for tourists so that the interest in visiting Padang Beach is increasing. The facilities include toilets, prayer rooms, bins, pavement, cultural stage, parking area, restaurant, as well as information boards/signpost display.

Based on data obtained from the Department of Tourism and Culture of Padang City on the increasing number of tourists to Padang City, which reached 75.12%, then a preliminary study is conducted to look at the condition of the facilities at Padang Beach. This preliminary study was done by direct observation of Padang Beach and interviews with some of the visitors to assess whether these facilities are feasible and ergonomic. **Table 1.2** is the result of a preliminary study using a checklist with minimum criteria and standards that must exist in a tourist destination.

In addition to direct observation of the tourist sites, the author conducted interviews with the Department of Tourism and Culture of Padang City on the condition of Padang Beach. According to Fajri Maidil as the Program and Planning Staff, the conditions in Padang are already experiencing significant growth both in terms of facilities and infrastructure. However, this condition is still not completed 100%, which is still carried out some repairs around Padang Beach. Based on the survey results to the tourists who visit Padang in 2018 carried out by the Department of Tourism and Culture of Padang City, tourists assessed that the condition of Padang Beach is good, but they still rate poorly on infrastructure and facilities that have been provided by the government. **Table 1.3** shows the results of tourist satisfaction surveys on Padang Beach.

Table 1.2   Checklist Results of Facilities Feasibility in Padang Beach

No.	Attribute	Indicator	Condition				
			Yes				No
			Well	Adequate	Poor	Inadequate	
1	Object	Natural elements	v				
2	Access	Road	v				
		Ease of route	v				
		Parking lot			v		
		Affordable parking prices	v				
		Signpost display			v		
3	Accomodation	Lodging services	v				
4	Facility	Travel agent					v
		Health facilities					v
		Hydrant					v
		TIC (Tourism Information Center)	v				
		Tour guide					v
		Information board			v		
		Entry and exit officers					v
5	Transportation	Convenient transportation	v				
6	Catering Service	Restaurant		v			
7	Recreational activity	Swimming	v				
		Sightseeing		v			
		Children's playground		v			
8	Expenditure	Place for general good purchases					v
9	Communication	TV					v
		Telephone signal	v				
		Internet access	v				
		Pulse voucher seller	v				
10	Banking System	Bank					v
		ATM	v				
11	Health	Health services					v
12	Safety	Security guarantee		v			
13	Cleanliness	Trash can			v		
		Warning signs about cleanliness			v		
14	Worship facility	Mosque		v			
		Praying stuff			v		
15	Education facility	School	v				
16	Sport facility	Sport equipments					v
17	Promotion	Tourist billboard			v		

Table 1.3   The Results of Tourist Satisfaction Surveys on Padang Beach

No.	Element of Judgement	Average
1	Access roads and signposts	2.79
2	Clealiness at tourist attraction	2.64
3	Facilities and infrastructure	2.40
4	Ease of obtaining information	3.12
5	Event/tourist ride	2.68
6	Safety and comfort	2.92

Table 1.4   Interval Satisfaction Rating

Perception Value	Interval Value	Event Quality	Explanation
1	3.26-4.00	A	Very good
2	2.51-3.25	B	Good
3	1.76-2.50	C	Poor
4	1.00-1.75	D	Not Good

Based on the results of satisfaction surveys, the facilities and infrastructure available in Padang Beach got the lowest rating, but the focus of this research is only on information boards and signpost display even though it gets a good point because they are categorized as a facility of tourism that will lead tourist to the destination. This is due to the lack of signposts that provide instructions for tourists to get to the tourist location and the placement of signpost that is not appropriate.

At this time, there are three signpost displays in Padang Beach, they are in front of Hangtuah Street, in front of Hotel My All Olo Ladang, and besides to Pangeran Beach Hotel which are shown in **Figure 1.1** and **Figure 1.2**.

(a)   (b)

Figure 1.1   The Area Conditions of Padang Beach:
(a) There is No Signpost Display
(b) There is Signpost Display Right in front of the public facilities

In Figure 1.1, it can be seen that there is a differentiation between figure (a) and (b). In figure (a), there is no signpost display which leads the visitors to some public facilities. Meanwhile, in figure (b) there is a display but is designed with a small size that makes it difficult for visitors to read and understand the information conveyed remotely. This display is also placed right in front of the intended public facilities. The absence of signpost display to this location causing difficulty to the visitor in finding the nearest public facilities that they can use.

(a)

(b)   (c)

Figure 1.2   Signpost Display in Padang Beach: (a) in front of Hangtuah Street
(b) in front of My All Hotel Olo Ladang
(c) beside Hotel Pangeran Beach

In Figure 1.2, it is shown that the display is designed with a small size that makes it difficult for visitors to read and understand the information conveyed remotely. The placement of displays near the trees resulted in the display being blocked by leaves so that the direction information given was not clearly visible. Moreover, there is no evacuation map around Padang Beach. Evacuation map is a very important facility that should exist in Padang Beach because Padang is one area that prone to earthquake and tsunami so that evacuation map is indispensable. This was reinforced by the results of discussions with the Department of Tourism and Culture of Padang City, which explained that the evacuation map and signpost display became facilities that could not be maximized in Padang Beach.

Another problem found in Padang Beach besides inadequate display conditions is the condition of facility layout at Padang Beach that still not well organized. This is because the Padang Beach area is still in the process of renovation and there are facilities that are not yet available around the Padang Beach area so that visitors have difficulty in finding certain facilities they need. Therefore, it is necessary to improve the facility layout of Padang Beach so it can reduce the inconvenience of visiting a tourist area in Padang Beach.

The implementation of ergonomics that utilizes information about the properties, capabilities, and human limitations in the design of the display can be a solution to solve the problems above. Some of the criteria of ergonomics in the design of displays such as visibility, legibility, and readability need to be met in order to produce ergonomic displays. The implementation of ergonomics is also important in designing facility layout of Padang Beach because it is intended to better utilize the existing area, facilitate all activities around it, an provide security, safety, and comfort for visitors. Therefore, the research needs to be done by implementing ergonomics in designing of informative signpost display and facility layout.

1.2 Problem Formulation

The problem formulation in this research is how to design an ergonomic signpost display, evacuation map, and tourism facility layout in Padang Beach.

1.3 Objective

The objectives to be achieved in this study are:

1. Evaluating the availability and feasibility of display in Padang Beach.
2. Recommend the improvements of signpost display and evacuation map in Padang Beach from the design and placement with the ergonomic approach.
3. Recommend the tourism facility layout in Padang Beach.

1.4 Assumption

The assumptions in this study are:

1. The research location is only conducted in Padang Beach at Samudera Street.
2. The displays to be designed are road signpost display, public facilities signpost display, evacuation route display, warning display, prohibition display, tourism sign display, and evacuation map.
3. The designing of displays is carried out until the conceptual stage and does not consider the production process or economic analysis.
4. The designing of facility layout does not consider the physical condition of existing facilities in Padang Beach.

1.5   Outline of Report

This final project is divided into several chapters that are arranged systematically in order to facilitate the reading and understanding. The outline of the report are:

CHAPTER I INTRODUCTION

This chapter consists of background, problem formulation, objective, assumption, and outline of the report.

CHAPTER II LITERATURE REVIEW

This chapter contains the theories relating to this research, they are tourism, ergonomics, display, visual sensing, the criteria of ergonomics in the design of visual displays, Cooper Harper Rating Scale method, facility layout, and conventional approach.

CHAPTER III RESEARCH METHODOLOGY

This chapter contains a systematic stage in the research, ranging from the collection and processing of data until the conclusion of the research undertaken.

CHAPTER IV DATA COLLECTION AND DESIGNING

This chapter contains the data and stages in designing display and facility layout of Padang Beach.

CHAPTER V ANALYSIS

This chapter contains an analysis of the results of display design, Padang Beach facility layout design, and display design evaluation.

CHAPTER VI CONCLUSION

This chapter contains conclusions from the research and suggestions for further development of this research.