

The Phenomenon of Sudden Tourism: Access Legibility of Tlocor Marine Tourism and Its Sustainability

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Abstrak. Potensi wisata tidak hanya hadir karena sebuah perencanaan yang disusun sedemikian rupa, namun juga bisa hadir secara tiba-tiba (*sudden tourism*). Kondisi inilah yang terjadi di kawasan Jabon – Sidoarjo. Bencana lumpur Sidoarjo yang terjadi sejak tahun 2006 saat ini telah menghasilkan beberapa potensi wisata daerah yang beberapa diantaranya sudah berkembang. Upaya pengembangan potensi wisata yang berbasis lokalitas menuntut adanya keselarasan antara lingkungan permukiman yang terbentuk dengan atraksi wisata yang muncul belakangan. Penelitian ini dilakukan pada akses jalan menuju Wisata Bahari Tlocor. Metode yang digunakan dalam penelitian ini adalah metode deskriptif analitik yang berfokus pada *access legibility*. Metode ini digunakan untuk mengobservasi dan menganalisis pola perkembangan kawasan berdasarkan peraturan daerah setempat yang disinkronisasi dengan teori *access legibility*. Hasil penelitian menunjukkan bahwa potensi wisata haruslah didukung oleh aspek fisik maupun non fisik. Untuk itu dibutuhkan sebuah strategi untuk meng-elaborasi antara potensi wisata yang muncul belakangan dengan permukiman dan ruang budaya yang muncul kemudian.

Kata Kunci: Access Legibility; Jabon; Wisata Berkelanjutan.

Abstract. Tourism potential is not only present because of the right planning but can also come suddenly (*sudden tourism*). This condition is what happened in the Jabon - Sidoarjo area. The Sidoarjo mud disaster that has occurred since 2006 has resulted in several regional tourism potentials, some of which have developed. The effort to develop tourism potential based on locality requires harmony between the residential environment that has been formed and the tourist attractions that have recently emerged. This research was conducted on the access road heading to Tlocor Marine Tourism. The method used in this research is a descriptive analytic method with a focus on the *access legibility*. This method is used to observe and analyze district development patterns by local government regulations that are synchronized with *access legibility* theory. The results showed that tourism potential must be supported by physical and non-physical aspects. For this reason, a strategy is needed to elaborate between the tourism potential that emerged later with the settlements and cultural spaces that emerged later.

Keywords: Access Legibility; Jabon; Sustainable Tourism.

1. Introduction

Initially, the role of the tourism sector in economic growth is often underestimated and considered as a sector with unclear movements and growth that receives less attention from the government as policymakers (Khalifa, G. S. et al., 2021). But in recent decades, the tourism sector has attracted attention through its ability to withstand economic shocks. The tourism sector has referred to as one of the sectors that support the world's fastest-growing economy (El-Aidie et al., 2021). Based on the World Tourism Organization report, the number of tourist arrivals increased by 2.6%. It livens up from 25 million to 980 million tourists from 1950 to 2011 (Trung et al. 2021). Therefore, the significant role of the tourism sector shouldn't be underestimated and support from various parties, be it the government, the private sector, and the local community.

The gas and mudflow disaster in Sidoarjo that has occurred since May 2006 has yet to show any signs of stopping. Efforts to drain the overflowing mud into the Porong river have resulted in sediment at the mouth of the river which until now has formed an island. Local people call it Sarinah Island, but later

the name was changed to Lusi Island which is an acronym for Sidoarjo Mud. The Lapindo mud disaster that resulted in Lusi Island, coupled with the landscape of the coastal area with its mangrove forests, is an attractive combination to be developed into coastal tourism. In this study, this phenomenon is referred to as sudden tourism, namely tourist attractions that appear suddenly and eventually develop.

The existence of Lusi Island was later developed into a tourist attraction which eventually formed Tlocor Marine Tourism. The name Tlocor was taken from the name of the hamlet in Jabon Village where the location exists. If viewed from the concept of the tourist destination's life cycle known as the Tourism Area Life Cycle (TALC) by R. W. Butler (Antariksa, 2018), this development is currently at the involvement stage. At this stage, the number of tourist visits begins to increase and regular activities visits have begun. Another indicator is the emergence of the Tourism Awareness Group (Kelompok Sadar Wisata as known as Pokdarwis) which oversees local tourism management. The presence of Pokdarwis is a form of involvement of residents in the management and development of existing tourist attractions. The next stage of tourism development is the development stage. At this stage, the role of the government as a policymaker becomes deeper. However, this role must involve all stakeholders who are interested in the existence of the tourist attraction.

Regional tourism development must be supported by local government policies (UNWTO, 2013). At the study site, tourist attractions appeared spontaneously and were not yet supported by local regulations at that time (RTRW Kabupaten Sidoarjo, 2009-2029). Then as time goes by, the Sidoarjo Regency Government finally declared that the Jabon area as an area with marine tourism potential (RDTR Sidoarjo 2019). Thus, the spontaneous emergence of tourist attractions needs to be supported by setup directions, especially the legibility aspect to maintain the sustainability of this tourist attraction.

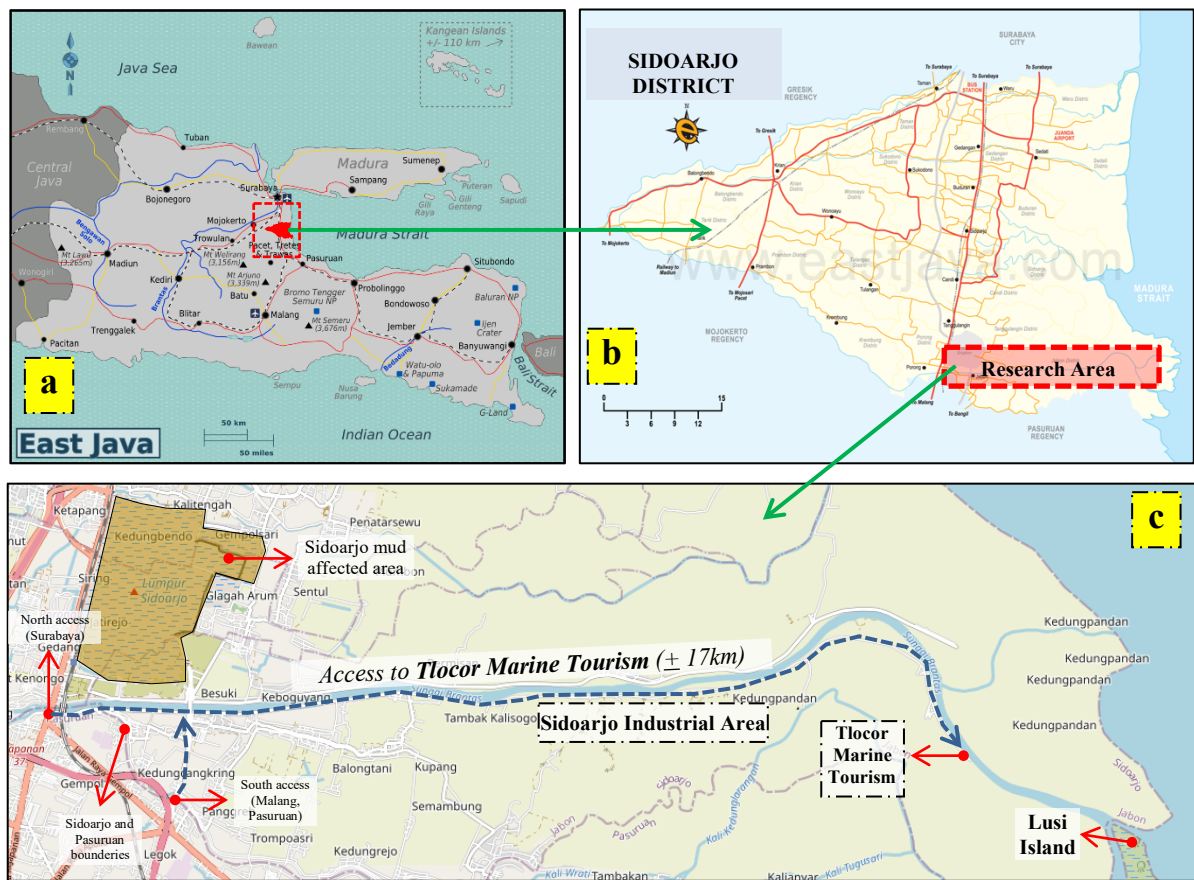


Fig 1. Research location: (a) Map of East Java; (b) District of Sidoarjo; (c) Jabon Subdistrict. Source: Local Government Document and Private document, 2024

Legibility Aspect of Urban Region

Bentley (2003) states that the physical form and activity patterns of an area are important aspects to form the legibility of the urban region. Activity patterns cannot be identified directly but must be experienced several times in space, while for tourists, forms and physical elements are easier and faster to recognize (Mansouri, 2009). Therefore, Moghiminia (2017) states that the perception of legibility between residents and foreign tourists is distinct. This study uses physical elements to measure the quality of existing access legibility of areas, paths, and landmarks (Lynch, 1960). Furthermore, in formulating a strategic plan to improve the quality of regional legibility, these physical elements are elaborated with urban elements principles (Moghiminia, 2017) as follows:

Table 1. Urban element correlated to reinforcing strategy

Urban Element	Reinforcing Strategy
Path	<ul style="list-style-type: none"> • Recognition and perception of different places; • To give each path a strong character, easily distinguished by users; • Reinforcing path using signs and elements; • Considering ecological elements as a guide path.
Landmark	<ul style="list-style-type: none"> • Considering the emphasis principle with sculpture or other element; • Theme landmarks adapted to the interpretation of marine tourism.

Source: Moghiminia, 2017

Access legibility as supporting of tourism attraction

Humans tend to move and move through the legibility of their environment (Vaitkevičiūtė, 2019). Environmental and regional legibility could be formed through the image of the area presented (Lynch, 1960). Efforts to improve the quality of legibility in an area will form a mental image for residents and immigrants (tourists) which eventually improving the quality of space (Moghiminia, 2017). Human understanding of regional connectivity will support the legibility of the existence of city objects, which in turn will give birth to the sustainability of these city objects. This matter should be a concern in the development of Tlocor Marine Tourism. Not only on tourist attractions at the point of the object in question, but also the services on accessibility to tourist objects. The purpose of this study is to improve the readability of the visual space of the area to support the existence of Tlocor Marine Tourism.

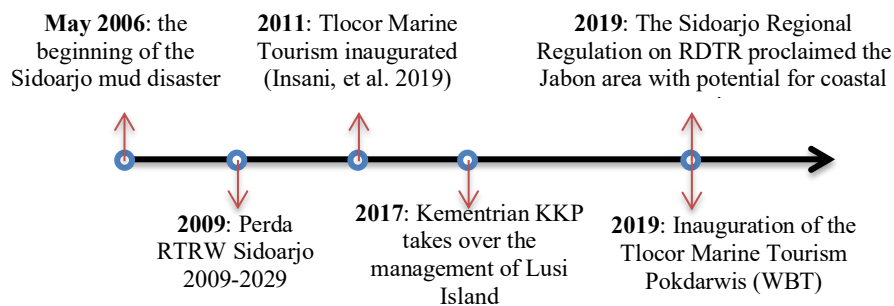


Fig 2. Sidoarjo Mud Disaster Timeline
Source: Private document, 2024

2. Methods

The method used in this research is descriptive-analytic. The analytical tool used in this research is a spatial morphology study conducted along with the access to Tlocor Marine Tourism. Theoretical foundations are studied to determine the factors that affect access legibility. Field observations are needed to provide an initial assessment. Then a study of regional planning policies is also required to assign synchronization between regional planning policies and recommended strategies. Area identification is emphasized on the physical elements forming access to the area, namely paths and

landmarks (Lynch, 1960). Then these physical elements are analyzed for their existence and quality to develop a strategic plan further based on urban elements principles.

3. Result and Discussion

Jabon District is one of the areas in Sidoarjo Regency which has a border with the sea. Jabon District has an area of 8,644.77 hectares. Based on the 2009-2029 Sidoarjo Regency RTRW Regional Regulation, it is mention that Jabon District is a mix-use area with housing activities (15%), industry (60%), trade, and services (10%), and warehousing (15%). It also mentioned that Jabon is an underdeveloped area, so therefore the direction of development of this region is dominated by the industrial and warehousing sectors. This matter is indubitable a regional development challenge if it is associated with Tlocor Marine Tourism existence which is located at the eastern end of this region.

To obtain data about regional imagery, this study uses legibility analysis based on current conditions. Furthermore, in formulating a strategic plan to improve the quality of regional access legibility, this physical element is elaborated with urban elements principles. This data would be used to determine a strategic plan for the development of sustainable tourism areas. Field observations were executed by assessing the clarity and image-forming aspects of the area (Lynch, 1960) as follows:

- Path : It is a path that becomes access and a place for performances that is linear and has an intersection to change routes
- Landmark : Is a marker that becomes a symbol of an area

In the following map image of the research area, it is found that the spatial use pattern is divided into 3 segments, namely segments A, B, and C. Segment A is a residential area as well as an entry point to Tlocor Marine Tourism. Then segment B is the Sidoarjo industrial area set by the government (Perda RTRW Sidoarjo Regency 2009-2019). Then segment C is a pond area with a few settlements along the road on the south side.



Fig 3. Segment distribution of Access to Tlocor Marine Tourism
Source: Private document, 2024

Segment A

Segment A is dominated by the function of settlements and local trade. Nevertheless, this segment plays a significant role in shaping the visual area as access to tourist areas. Point A, is the entrance for tourists from the north. At this point, there is a small road sign that directs tourists to go to tourist sites. However, please note that this point belongs in the Pasuruan Regency area, so there needs to be a synergy between local governments to provide more proportional visual signage. Point B is the boundary between Sidoarjo Regency and Pasuruan Regency. This border is marked by the presence of a bridge with a road separated by a median road. Point C is an intersection that can distract potential tourists. The type of

pavement and the width of the road are relatively the same. Point D is the entrance to the tourist attraction from the south area. Then at point E, the access point is relatively straight and monotonous.

Signages that indicating the location, direction, and distance of Tlocor Marine Tourism area can be applied at point A and D to improve legibility. These signs are crucial as they serve as a starting point for potential visitors to recognize the location and direction of Tlocor Marine Tourism area. A boundary sign between Sidoarjo and Pasuruan Districts can also be added at point B. This boundary sign can be utilized to confirm the identity of the area, indicating that visitors have entered the developing Tlocor Marine Tourism area in Jabon District, Sidoarjo. Additionally, a sign can be placed at the intersection of point C to inform visitors of the direction and remaining distance to Tlocor Marine Tourism area. At point D, a signage should be installed facing south and west to ensure direction visibility from two different angles. After the intersection at point D, visitors will pass through a relatively monotonous area for about two kilometers. Signages can be placed along this road to guide visitors and keep them on the right track.

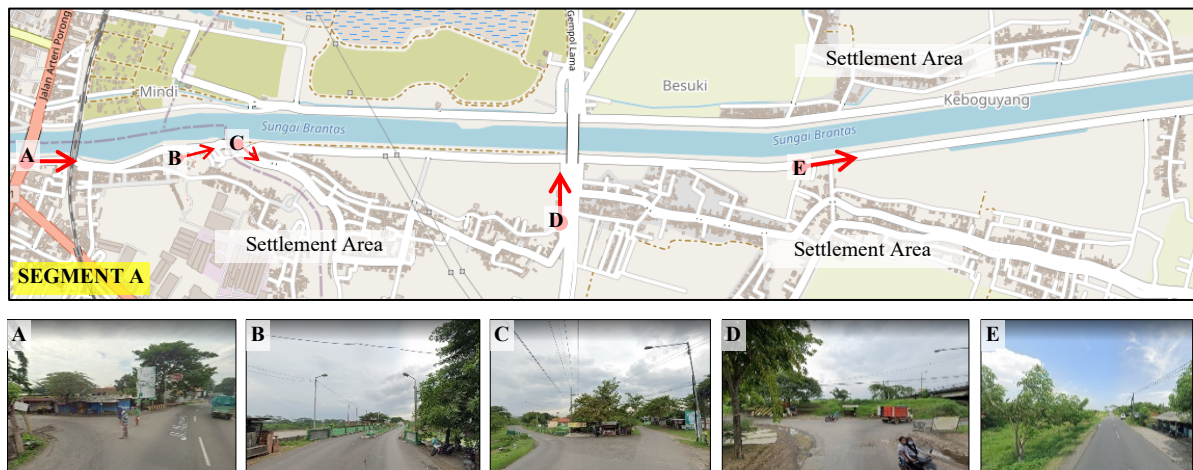


Fig 4. Description and Observation Result of Segment A
Source: Private document, 2024

Table 2. Observation result associated with development strategy

Urban Element	Observation Result	Development strategy
Path	<ul style="list-style-type: none"> • There are 2 entrances to the main access to the tourist area, namely at points A and D; • Point B is the border between regions; • There is a crossroads at point C. 	<ul style="list-style-type: none"> • Providing signage at the entry points A and D; • As an inter-regional border, point B needs to have a border marker; • Providing signage at point C; • Providing signage at point D that facing south and west;
Landmark	<ul style="list-style-type: none"> • There are no regional landmarks that support the existence of a tourist attraction; 	<ul style="list-style-type: none"> • There needs to be regional landmarks at points A and D as directions to tourist attractions;

Source: Private Document, 2024

Segment B

According to the Sidoarjo Regency RTRW Regional Regulation, segment B is designated as an industrial area. Factory and warehouse will be set up in this area. Sequentially, point A is the starting point of the Sidoarjo Industrial Area which is marked by the presence of PGN (Perusahaan Gas Negara). Then the characteristics of the area at point B, the industrial area, have begun to be developed. The

results of field observations indicate that there is a double road plan, considering that the function of the area, requires sufficient road width to accommodate industrial vehicles. The existence of segment B as an industrial area will not be separated from segment A, so there will automatically be a widening of the road in segment A to support the existence of this industrial area.

At point A, there is a signage that indicating the direction and remaining distance to the Tlocor Marine Tourism area. This signage is located next to the sign indicating the Sidoarjo District industrial area. Therefore, it is important to have a design alignment between the direction sign to Tlocor Marine Tourism and the signage for the industrial area. In segment B, there are several intersections that require signs to guide visitors to stay on that road.

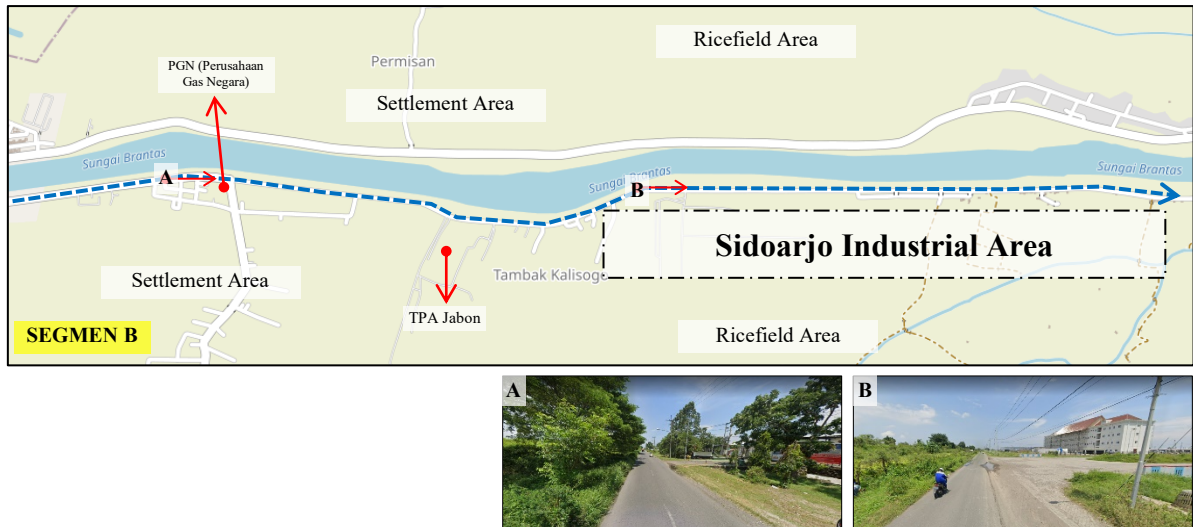


Fig 5. Description and Observation Result of Segment B.
Source: Private document, 2024

Table 3. Observation result associated with development strategy

Urban Element	Observation Result	Development strategy
Path	<ul style="list-style-type: none"> There are no reinforcing elements that can show the character of the region 	<ul style="list-style-type: none"> Providing signage that can support the character of the area, such as road markings; Utilizing ecological elements to provide regional friendliness; Planting of shade trees to guide the road while providing an environmentally friendly image; Providing signage that indicating the direction and remaining distance to the Tlocor Marine Tourism area; The signage design must be harmonious between the direction sign to Tlocor Marine Tourism and the signage for the industrial area;
Landmark	<ul style="list-style-type: none"> There are no regional landmarks that support the image as an industrial area; 	<ul style="list-style-type: none"> There needs to be a landmark in the form of a gate or sculpture that shows it as an industrial area.

Source: Private Document, 2024

Segment C

After passing through segment B, which is an industrial area, segment C can practically be designated as a full-fledged tourist area. Points A, B, and C have a monotonous sequential with a relatively similar

natural range. This area can be utilized for supporting tourist activities such as souvenir centers, culinary, fishing ponds, and others. These efforts require joint commitment between the government and the local community (Pokdarwis). These supporting tourism activities can be developed along with the development of the area. The existence of tourism potential can not only be worked on overnight but must be maintained so that its sustainability can be enjoyed by the local community. Furthermore, at point D which is close to the tourist object point, a sculpture can be placed which also serves as the landmark of this tourist area. Vehicle parking points should also be planned, considering the location of this tourist area, far from the city so that visitors will mostly use private vehicles such as cars and motorcycles.

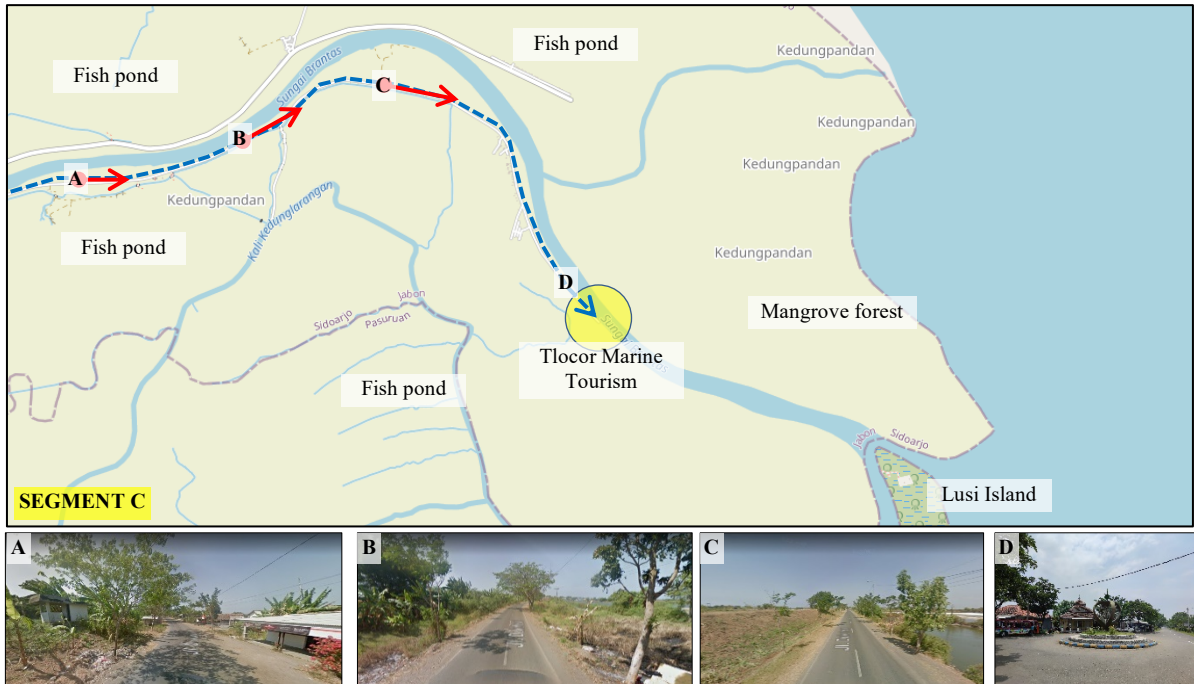


Fig 6. Description and Observation Result of Segment C
Source: Private document, 2024

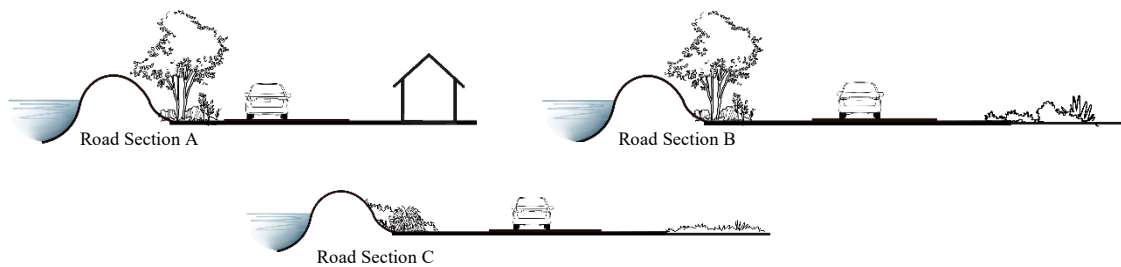


Fig 7. Road Section at Segment C
Source: Private document, 2024

Table 4. Observation result associated with development strategy

Urban Element	Observation Result	Development strategy
Path	<ul style="list-style-type: none"> There are no reinforcing elements that can show the character of the region 	<ul style="list-style-type: none"> Provide signs that can support the character of the area, such as road markings; Utilizing ecological elements to provide regional friendliness;
Landmark	<ul style="list-style-type: none"> There are no regional landmarks that support the image as a tourist area; 	<ul style="list-style-type: none"> There needs to be a landmark in the form of a sculpture with a marine tourism theme.

Source: Private Document, 2024

Conclusion

As a tourist area that emerged spontaneously, the existence of Tlocor Marine Tourism should be supported by adequate infrastructure, especially in terms of accessibility. The distance is quite far plus the existence of the Sidoarjo industrial area makes access to tourist objects distracted. In addition, government intervention is needed to improve the quality of the image of the area that is equal between tourist objects as destinations and the images of another region that will be passed. Signs that show the direction and distance of tourist objects are necessary to provide clarity to tourists. The existence of infrastructure that can support industrial areas nor tourist attractions, such as establishing refueling stations. Finally, strengthening the image of this area is expected to support the sustainability of the existence of Tlocor Marine Tourism.

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