Improvement of Maritime Tourism
Towards Indonesia’s Global Maritime Fulcrum

Achmad Bambang SULISTIYONO*, Masao FURUSHO**

Keywords: Maritime Fulcrum, Maritime Tourism, 4M, PDCA, Indonesia

1. Introduction

Indonesia is the largest archipelagic state in the world, strategically located between Pacific Ocean and Indian Ocean which is world’s shipping routes. This advantages should bring Indonesia as superior state in ocean, but it contrasts with the facts. Indonesian government currently has more maritime ideology that makes maritime sector as priority program to developed, therefore Indonesia’s Global Maritime Fulcrum (IGMF) idea is established and has already mentioned by President Joko Widodo during his speech in 9th East Asia Summit, APEC CEO 2014 Summit. IGMF focuses on five pillars inter alia 1.) Maritime Culture, 2.) Maritime Resource Management, 3.) Maritime Infrastructure and Connectivity, 4.) Maritime Diplomacy, 5.) Maritime Defense Force (1).

The IGMF mostly concerning about sovereignty, prosperity, unity, and security. From this idea, Indonesia want to assert its position in international communities. Based on domestic economical point of view, maritime tourism together with maritime infrastructure becomes one essential issue that can be improved to gain prosperity. Besides, rebuild maritime culture also important to assert maritime identity of Indonesian citizen can accelerate this accession. Based on this circumstances, the improvement of maritime tourism in port can be considered as a real case to implement the IGMF idea.

This year, a brand new concept of maritime tourism attraction in the first modern passenger terminal in Tanjung Perak port, namely Surabaya North Quay (SNQ) has been launched. This breakthrough lift up port’s image in Indonesia to the next level. Integrate the IGMF idea especially 1st and 3rd pillars along with SNQ as one of the implementation of it, this study is aimed to give the recommendation to Port Authority (PA) regarding the improvement of SNQ so that it will be more interesting with full of safety and eco-friendly. 4M Factor (Man, Machine, Media, Management) is utilized to generally review the maritime tourism concept, Plan – Do – Check – Act (PDCA) spiral analysis will be utilized to maximize the improvement of SNQ for limitless advantages.

2. Indonesia Maritime Culture and Tourism

The people of Indonesia are familiar with a piece of song “nenek moyangku seorang pelaut” (my ancestor is a seafarer) since they are children. Thus, many Indonesian people believe that their ancestor is truly a great seafarer. Based on the research of Bednarik (2), he indicates that seafaring may have begun in Indonesia about million years ago as the cause of hominid settlement in several islands during the late part of early Pleistocene. But, as time goes by maritime culture change to agricultural culture because of rice starvation in 1970’s.

Based on 2015-2019 National Strategic Plan, President Joko Widodo establish tourism as priority development sector that need to supported by another sector mainly infrastructure and transportation sector to accelerate the completion of tourism target 2019. In the National Coordination Meeting (Rakornas), Ministry of Tourism explain ten priority destinations that need to be accelerated the development of tourism sector (3). Seven out of ten priority destinations are maritime tourism, it indicates that recent Indonesia government is taking maritime tourism as well as maritime culture into serious action.

3. Surabaya North Quay (SNQ)

Indonesia port system is arranged into systematic order under the management of PT. Pelabuhan Indonesia (Pelindo) or Indonesia Port Corporation, Pelindo divided into four unit based on regional working. Pelindo III revitalize its passenger terminal in Tanjung Perak namely Gapura Surya Nusantara (GSN) into the first modern passenger terminal in Indonesia. Then, under the operation of Pelindo III sub-subsidiary company they rebranding and launched spectacular port-based maritime tourism attraction called Surabaya North Quay (SNQ). This event and the new face of GSN bring new image of passenger terminal port into a clean, safe, comfortable, and eco-friendly passenger terminal port just like airport facility. SNQ is the maritime tourism event located in the 2nd and 3rd floor of GSN building. 1st floor and half of 2nd floor is basically for passenger ship facility, and another half of 2nd floor is mostly for handicraft bazar and a place for performance and art exhibition if SNQ event held. The 3rd floor is consist of indoor and outdoor floor, indoor is for culinary bazar, out-door is for viewing beautiful scenery and also for performance stage.

4. PDCA (Plan, Do, Check, Act) Spiral

![Figure 1. The Plan, Do, Check, Act Spiral (revised)](image)

The model theory to develop a system management is varies based on the needs. One of the model is Plan – Do – Check – Act (PDCA) cycle, it is also famous as Deming cycle or Shewhart cycle. Instead of “cycle”, authors more likely called it
as “spiral”. Spiral give us image of improving performance, strong desire to increase, and dynamic. Cycle give us image of static, although there are improvement inside the cycles. Spiral also describe the spinning cycle including improvement.

5. Man, Machine, Media, Management (4M) Factors

Man, Machine, Media, Management or 4M factors is a common identification classification category that utilized in accident investigation. Many researcher including Mutmainnah develop it as MOP Model to analyze causing factor of accident. 4M has definition of each model. In this study, the authors want to utilize 4M in case of analyzing the improvement of maritime tourism. The definition of 4M that will be applied is taken from MOP model definition (5).

6. Analysis

The PDCA spiral utilizes for the improvement of SNQ. This event already launched in February 2016, the information data obtained from official press release of Pelindo III (https://www.pelindo.co.id) and Radio Suara Surabaya (official media partner of SNQ pre launching event) (http://www.suara-surabaya.net/) with keyword search “Surabaya North Quay”. The existence of social media as well as the event is having a very good positive review from citizen, make the information easily and reliably found. The data of 3 times SNQ event is analyzed, from the pre-launching event that was held on 27th – 29th February 2016.

The spiral of PDCA in first SNQ event is based on the purpose of Pelindo III, most of the purpose are stated in “Plan” column. In “Do” column, the implementation, the preparation to facilitate “Plan” section. “Check” column consist of the evaluation of the first event. Some of the “Do” are match with “Plan”, but some of them also need improvisation in “Act” section. Almost all of the mismatch generally caused by the condition beyond the Organizer expectation. Because of this event is brand new event, the Organizer also surprised with the condition outside the expectation. In this case, the authors want to utilize PDCA spiral to improve the performance. Therefore, access to SNQ should be improved with the separation of entrance gate, this step also to prevent the congestion that will be occurs if there are big event in SNQ and peak time of loading-unloading activity.

7. Conclusion

There are some recommendation for PA taken from PDCA spiral analysis regarding the improvement of SNQ, and could be used for “Plan” in next SNQ event are:

1. Increase the maritime culture information inside the GSN building, so it can be studied by the visitor and increase their sense of maritime identity.
2. Add more props related to tourism experience such as tourist binocular, so visitors can see the beautiful scenery, as well as seeing the ship, crane, etc. so the visitors can get familiar with maritime world.
3. Hiring one Person In Charge (PIC) from maritime tourism professional to get in-charge during the SNQ event. So, people can enjoy not only SNQ event, but also have the knowledge of another tourism attraction.

4. Based on ISPS code; “The Port Facility Security Plan (PFSP) should establish for each security level the means of identification required to allow access to the port facility and for individuals to remain within the port facility without challenge. Therefore, access to SNQ should be improved with the separation of entrance gate, this step also to prevent the congestion that will be occurs if there are big event in SNQ and peak time of loading-unloading activity. Secondly, for a form of marker, the organizer better used a wristband tickets for SNQ visitor. It also can be added by serial code, so visitor could be counted easily.

From 4M factor, in Man factor, the creation of SNQ or other maritime tourism attraction having a high possibility to improve the sense of belonging as a maritime society that has a proud history of maritime culture in the past time. In Machine factor, the revitalization of GSN and SNQ event success to change people’s perception about passenger terminal and active port. The facility of the ports also can be a tool as a tourism attraction. For Media factor, the combination of building’s design with weather of Surabaya can make visitor comfortably stay in the event. Besides, the using of social or online media promote maritime tourism or maritime culture is very effective. In Management factor, because Tanjung Perak is an active port, the safety and security management must be prioritized. So, both port activity and tourism activity can running together. Concerning safety, security, and the cleanliness of port facility as priority, this kind of maritime tourism should be develop in another part of Indonesia.

References