



SUSTAINABLE DEVELOPMENT STRATEGIES FOR SASAK BEACH TO ENHANCE TOURIST VISITS

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ABSTRACT

The Sasak Beach tourist attraction in West Pasaman Regency has significant natural tourism potential to support regional economic growth. However, its management still faces various obstacles, such as limited facilities, low community participation, suboptimal digital promotion, and the underdevelopment of a tourism-based creative economy. This study aims to analyze the current development strategy for the Sasak Beach tourist attraction and identify factors that can be developed to increase tourist visits. The study used a qualitative approach with a descriptive research type. Data were obtained through observation, in-depth interviews, and documentation with informants consisting of the Tourism Office, village government, tourist attraction managers, Tourism Awareness Groups (Pokdarwis), MSMEs, the community, and tourists. Data analysis was conducted using the Miles, Huberman, and Saldaña model, which includes data condensation, data presentation, and drawing conclusions. The results show that the Sasak Beach development strategy has been directed at improving infrastructure, preserving the environment, strengthening tourist attractions, and collaboration between the government and the community. However, improvements in human resource quality, strengthening digital-based promotion, providing unique souvenirs, developing MSMEs, improving visitor comfort, and partnerships with the private sector are still needed. This study concludes that the development of Sasak Beach requires an integrated and sustainable strategy to be able to increase the competitiveness of the destination while increasing the number of tourist visits and the welfare of the local community.

1. INTRODUCTION

Tourism is a strategic sector that plays an important role in driving economic growth, increasing regional income, creating jobs, and reducing development gaps between regions (Aliansyah & Hermawan, 2019); (Badjuka et al., 2026). This sector has a multiplier effect on various sectors, such as trade, transportation, hospitality, culinary arts, creative industries, and micro, small, and medium enterprises (MSMEs). Therefore, tourism development is not only oriented towards increasing the number of tourist visits, but also aimed at realizing sustainable economic development and improving the welfare of local communities (Permatasari, 2022); (Siregar et al., 2026). Sustainable tourism destination management must be supported by a strategy that integrates economic, social, cultural, and environmental aspects to increase the competitiveness of tourism destinations at the regional and national levels (Sintia & Nurhayati, 2025).

Indonesia is a country rich in natural and cultural resources with significant potential for development as a tourist destination. One province with this potential is West Sumatra, known for its beautiful natural scenery, marine tourism, mountains, and rich Minangkabau culture. The tourism sector is a major contributor to regional economic growth through increased visits by both domestic and international tourists. This situation demonstrates the need for continued development of tourist destinations to increase regional competitiveness and provide a greater economic impact for the surrounding community.

West Pasaman Regency is one of the areas in West Sumatra with significant natural tourism potential, such as Sasak Beach, Air Bangis Beach, Sikabau Beach, Maligi Beach, Mount Talamau, Pigago Island, and

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Sipagogo Waterfall. One of the destinations that has a high attraction is the Thousand Trees Beach of Sasak, which offers beautiful beaches, rows of pine trees, and pristine coastal panoramas. This uniqueness makes this area has the potential to become a leading tourist destination that can boost the local economy through trade, culinary activities, tourism services, and community-based businesses. However, this large potential has not been fully balanced with optimal destination management, so the tourist attraction has not developed to its full potential.

The phenomenon at Pohon Seribu Sasak Beach demonstrates that various issues remain in the management of the tourist area. These include limited parking, poorly maintained restrooms, poor cleanliness due to debris carried by ocean currents and visitor behavior, and coastal erosion that threatens the sustainability of the tourist area. Furthermore, supporting facilities, area planning, digital promotion, and community involvement in destination management still require improvement. This situation indicates that the significant tourism potential has not been accompanied by a comprehensive development strategy, thus impacting tourist satisfaction and the destination's competitiveness.

Tourism destination development strategies are an important factor in improving the quality of tourist attractions (Fakdawer et al., 2023); (Munif & Darwani, 2025); (Putri et al., 2025). (Akdon, 2011) explains that strategy is a long-term plan designed to achieve organizational goals through the effective use of resources. (Yoeti, 2008) Tourism development is an effort to improve the quality of a tourist area through construction, maintenance, and the creation of new attractions. Destination development must also be carried out in an integrated manner, taking into account economic, social, cultural, and environmental aspects, as well as community participation, to create sustainable tourist destinations (Wibowo & Belia, 2023). Thus, the success of developing a tourist destination depends not only on its natural beauty but also on appropriate management strategies.

The urgency of this research is based on the importance of developing a tourism development strategy for Pohon Seribu Sasak Beach that can address various destination management issues. Appropriate development is expected to improve the quality of facilities, strengthen tourism promotion, preserve the coastal environment, enhance tourist comfort, and expand community participation in tourism economic activities. Furthermore, this research is expected to serve as a basis for local governments in formulating policies for developing sustainable tourism destinations based on local potential, thereby increasing local revenue and the welfare of the surrounding community.

Previous research shows that tourism destination development strategies generally focus on marketing, tourist attractions, or infrastructure development. For example, research (Wibowo & Belia, 2023) focuses more on the concept of developing tourist destinations in general, while research (Anarta et al., 2024) emphasizes the importance of developing tourism based on regional potential and community participation. Other research by (Kustiawan et al., 2026) Most studies focus on sustainable tourism destination management without specifically examining the issues surrounding coastal tourism in West Pasaman Regency. Therefore, a research gap remains, as few studies have specifically analyzed development strategies for the Thousand Trees Beach, Sasak, by considering facility conditions, environmental preservation, tourism promotion, and collaboration between the government, community, and business actors in realizing a sustainable tourism destination. Therefore, this research is crucial in generating recommendations for development strategies that align with the local characteristics of the Thousand Trees Beach in West Pasaman Regency.

2. METHODS

This research is a qualitative descriptive study aimed at describing and gaining an in-depth understanding of the development strategies for the Sasak Beach Tourist Attraction in increasing tourist visits. A qualitative descriptive research design was chosen because the study does not aim to test hypotheses or statistically measure relationships between variables, but rather to explore phenomena, perceptions, experiences, and the roles of various stakeholders in the tourism destination development process. This approach is considered appropriate because it provides a comprehensive understanding of the actual conditions, constraints, and development efforts at Sasak Beach based on facts discovered in the field.

The research was conducted at the Sasak Beach Tourist Attraction in Sasak Ranah Pasisie Subdistrict, West Pasaman Regency, West Sumatra. The data sources consisted of primary data obtained through observation and in-depth interviews with informants selected using purposive sampling, namely the West Pasaman Regency Tourism Office, the village government, tourist attraction managers, the Tourism Awareness Group (Pokdarwis), MSME operators, the local community, and tourists. Meanwhile, secondary data were obtained from government documents, scientific journals, books, and various other documents related to tourism development. Data collection techniques included observation, semi-structured interviews, and documentation. Data validity was tested using source triangulation and technique triangulation to enhance the credibility of the research findings.

The data were analyzed using Miles and Huberman's interactive analysis model, which includes the stages of data collection, data condensation, data presentation, and drawing conclusions and verification. The analysis process was conducted continuously from the start of data collection until the study was completed, resulting in a comprehensive picture of the development strategy for Sasak Beach, the factors supporting and hindering its development, and various efforts that can be undertaken to enhance the destination's appeal and increase tourist visits. Thus, the use of a qualitative descriptive study design is considered most appropriate because it can yield an in-depth understanding of the phenomenon of tourism destination development in a real-world context without manipulating the conditions under study.

3. RESULTS AND DISCUSSIONS

Results

The development strategy for Sasak Beach was analyzed using the conceptual framework of Sustainable Tourism Development, integrated with the Community-Based Tourism (CBT) approach and the 4A components of tourism destination development (Attraction, Accessibility, Amenities, and Ancillary Services). This framework explains that the success of tourism destination development is determined not only by the availability of infrastructure and tourist attractions but also by a balance between economic, social, and environmental aspects through the active involvement of the community as the primary agents of development. Based on the research findings, the development strategy for Sasak Beach has been directed toward improving infrastructure, preserving the environment, and strengthening nature-based and local cultural tourist attractions. However, its implementation still faces challenges, including low community participation in maintaining cleanliness, preserving the environment, and promoting the tourist destination, as well as limited community understanding of the economic potential of tourism, resulting in most residents still relying on livelihoods as fishermen and day laborers. Therefore, human resource empowerment through training, mentoring, and capacity building for the community is a critical factor in achieving sustainable tourism development.

In addition, the development of Sasak Beach needs to be supported by the provision of adequate amenities, improved accessibility, the development of tourist attractions, digital-based promotion, the availability of souvenir products, effective institutional governance, and collaboration between local government, the community, and the private sector. This conceptual framework aligns with the findings of (Widiati & Permatasari, 2022) and (Setyawan et al., 2026), which state that effective tourism destination development must be carried out in an integrated manner through the provision of supporting facilities, improved accessibility, environmental management, and community empowerment in order to enhance tourist satisfaction while creating competitive and sustainable destinations.

Furthermore, the research findings indicate that the development of Sasak Beach requires an integrated and sustainability-oriented strategy that positions the community as the primary actor in the tourism development process. Improving the quality of human resources through education, entrepreneurship training, destination management, tourism services, and the use of digital technology will foster greater community awareness of the importance of preserving the environment while leveraging tourism potential as a sustainable source of income. On the other hand, synergy among local governments, business operators, tourism awareness groups (Pokdarwis), academics, and the private sector needs to be strengthened through planning, funding, promotion, and evaluation of tourism development programs. This collaboration among stakeholders is expected to improve service quality, expand business opportunities

for local communities, create more engaging tourism experiences, and strengthen the competitiveness of Sasak Beach as a premier tourism destination in West Pasaman Regency one that is sustainable, inclusive, and capable of delivering economic, social, and environmental benefits to the local community.

Discussion

Strategy is a unified, broad and integrated plan that links the company's strategic advantages with environmental challenges, designed to ensure that the company's main objectives can be achieved through proper implementation by the organization, while development is a series of efforts to realize integration in the use of various tourism resources integrating all forms of aspects outside of tourism that are directly related to the sustainability of tourism development. Sasak Beach, located in Sasak Ranah Pasisie District, West Pasaman Regency, West Sumatra, is one of the leading tourist destinations that attracts the attention of local and foreign tourists. The beauty of Sasak Beach must of course be maintained with several strategies. There are several strategies that have been carried out, namely:

Infrastructure Development Strategy

The West Pasaman Regency Government has implemented a gradual physical development strategy to improve visitor comfort. These measures include the construction of adequate parking facilities, the arrangement of stalls for the construction of the Equator Monument, and improvements to road access to the tourist site. Furthermore, the construction of supporting facilities such as public restrooms, prayer rooms, and other facilities is a key focus in efforts to improve the quality of service in this tourist area.

Strengthening Tourist Attractions

The Sasak Beach Festival is a tourism attraction development strategy that has successfully attracted tourists. This annual event showcases various traditional arts, such as the plate dance and ronggeng, as well as local culinary and craft exhibitions. In 2024, the event attracted approximately 52,000 visitors over its four days. This activity not only increases tourist arrivals but also positively impacts the local economy by boosting MSMEs and creative economy players.

Cross-Sector Collaboration and Community Role

The development of Sasak Beach involves collaboration between the local government, the village government, tourism awareness groups (Pokdarwis), and other relevant agencies such as the Public Works Department, the Cooperatives, Trade, and SMEs Department, and the Maritime Affairs and Fisheries Department. The active role of the community in maintaining the cleanliness, comfort, and security of the tourist area is a key factor in creating a sustainable destination. Coaching for Pokdarwis is also carried out to raise public awareness of the importance of tourism and provide friendly services to tourists.

Challenges and Recommendations

Despite various development efforts, Sasak Beach still faces challenges, such as limited funding for additional infrastructure and the need to increase human resource capacity in the tourism sector. To address these challenges, a sustainable development strategy is needed, including diversifying tourism products, increasing promotion through digital media, and strengthening partnerships with the private sector and local communities.

Although this development strategy has been implemented, there are several development strategies that have not yet been implemented. These include:

Visitor Comfort

It is necessary to address the comfort of each visitor, such as the many thugs who still extort money from visitors on the grounds of cleaning fees, even though it is for their personal needs.

souvenirs

There are no souvenirs from Sasak Beach that can be taken home as mementos after they leave. This presents an opportunity to generate income for local communities, particularly MSMEs, artisans, and creative people. Souvenirs can serve as a means of highlighting the region's cultural, natural, or historical characteristics. Without them, tourists carry no trace of Sasak Beach's identity back to their hometowns.

Provision Seller's Place

Establish kiosks or dedicated areas for MSMEs in coastal areas. Provide display cases in strategic locations such as entrances or parking lots.

Digital Promotion and Marketing

Photos of tourists with souvenirs, and tour packages that include "take home a Sasak souvenir" are also available. Social media platforms like Instagram, TikTok, and YouTube should be utilized to promote tourist attractions. Collaboration with influencers and travel bloggers, along with the development of an official tourism website and integration with travel apps, are also needed.

Local Community Involvement and Empowerment

Training is being provided to community members to become tour guides, homestay managers, or micro, small, and medium enterprises (MSMEs). The role of Tourism Awareness Groups (Pokdarwis) is being enhanced and public awareness of maintaining cleanliness and hospitality towards tourists is being strengthened.

Tourism Attraction Development

Adding interesting photo spots and relaxing areas and developing annual events such as beach festivals or local cultural competitions.

Local Government Support

Regional budget allocation for development and promotion. Regional regulations supporting the protection of tourist areas. Partnerships with the private sector and the business sector. Investments from business owners to open lodging, restaurants, or attractions. Corporate Social Responsibility (CSR) from surrounding companies for facility development. With continue to address existing challenges and implement approaches and developments Which Sustainable, Sasak Beach has great potential to become a leading tourist destination in West Sumatra.

4. CONCLUSION

Based on the research results, it can be concluded that the development strategy for the Sasak Beach Tourism Object in West Pasaman Regency has been directed at improving infrastructure, strengthening tourist attractions through the implementation of cultural attractions, environmental conservation, and collaboration between the government, Tourism Awareness Groups (Pokdarwis), and the community. However, destination development still faces various obstacles, such as low public participation and awareness of the economic potential of tourism, limited digital promotion, the unavailability of typical souvenirs, less than optimal supporting facilities, and less than optimal partnerships with the private sector. Therefore, a more integrated development strategy is needed through improving the quality of human resources, empowering MSMEs, strengthening digital-based promotions, providing more adequate facilities, developing tourist attractions, and supporting government policies and private investment. These efforts are expected to increase the competitiveness of Sasak Beach as a leading tourist destination in West Pasaman Regency while increasing the number of tourist visits and the welfare of the local community.

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