

## Beach Tourism Area Development Strategy *Case Study : Pancer Door Beach Pacitan – East Java*

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### Abstract

**Keywords:**  
*Beach; Development  
Strategy; Tourism  
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Well-known as "Paradise of Java", Pacitan have a lot of coastal natural scenery and cultural attractions that potential to attract the tourist. One of the beach near town center of Pacitan as a main tourism destination is Pancer Door Beach. Even though have a lot of natural environment potential that interesting but this beach is less attractive to tourist to visit because of its natural, artificial, and cultural potential is not optimal. To explore further of the potential of Pancer Door Beach to be developed in the future, this research was carried out with a SWOT analysis approach to determine the internal and external factors that could be used as a development elements of this beach tourism. The stages of the research are exploring phenomena, interviewing keypersons and research respondents, direct observation of research objects related to the 4A tourism concept (attraction, accessibility, amenities, and ancilliary), then reviewing applicable regulations/standards/regulations to be cross-checked with theory and community needs, to be the basis strategy of Pancer Door Beach Tourism Area's future development.

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### 1. Intorduction

Pacitan Regency, well-known as the "Paradise of Java" located in the south of Java Island, with a high potential of natural scenery and some cultural attractions. Various tourism destinations such as 9 caves, hot spring, up to 36 beaches has rapidly moved the tourism sector (Profil Statistik Pariwisata Kabupaten Pacitan 2017). The statistic data showed the dominating destination of all tourism visitor in the beach area. Natural potential from the seaside area was one of many aspects that attracts domestic and foreign tourists to Pacitan (Rencana Detail Tata Ruang (RDTR) Pacitan 2016-2032 2016) (Rencana Detail Tata Ruang (RDTR) Pacitan 2016-2032 2016). Pancer Door Beach became the main attraction of Pacitan city with a good quality of natural potential development.

Pancer Door Tourism Area has been opened since 2014 until 2022, but the infrastructure stays in a minimum condition regarding to the lack of development and construction strategy. This is proven by the large scale of undeveloped and unmanaged vacant lands. There were some public facilities like public toilet and others but they were all abandoned, therefore it is important to conduct this research to explore physical and non-physical characteristics in the 4A aspect approach (attractions, amenities, accessibility, and additional facilities) (Cooper, Fketcher, Gilbert, and Wanhill 1995). The researcher hoped that it could maximize the tourist attraction arrangement in planning and developing strategies in Pancer Door Beach Tourism Area, Pacitan Regency. The purpose of this study is to analyze and explore the future development aspects and potential of the Pancer Door Beach Tourism area, Pacitan Regency, so that this research will be useful for many parties including the academic aspects, government, and society.

## 2. Literature Review

Tourism is defined as recreational activities to certain objects that are supported by various facilities. According to Pitana & Gayatri (2005) tourism is a seeking pleasure action through travelling activity outside the usual environment, into an area (either permanently or not). According to (Muljadi 2012) tourism transportation consists of land, sea and air. There are 12 types of tourism such as, beach tourism, ethnicity, nature reserves, hunting, sports, culinary, religion, caves, shopping, ecology and cultural tourism (Ismayanti. 2010). A tourist destination is a geographical area that contains tourist attractions, public facilities, tourist facilities, accessibility, and others. Then tourist objects are also divided into 3, natural, artificial and cultural tourism (Suwanto 1997). The definition of tourism area is an area that has attractiveness and value to be visited and seen by the visitors who want to visit (Pendit 1999). Because the locus of this research is on the coastal area, a definition about marine area is needed. The marine area is a tourist attraction that is above and below the sea level which cannot be separated from its own ecosystem (Kusumaatmadja 2000). Area development focuses on three aspects, such are the availability of destination objects, transportation, accommodation facilities and infrastructure (Sujali 1989). Potential aspect is a form of certain ability that could be upgrade to become a bigger and better form (Majdi 2007). Tourism potential is all of the resource that contained inside the certain location and can be upgraded into a better tourism destination which also have to paying attention to its tourism aspects (Nawang Sari, Muryani, and Utomowati 2018).

Tourism area must have tourism aspects that has a function to fulfil the tourism needs. These aspects of tourism include attractions, facilities, accessibility and management organization (Cooper, Fketcher, Gilbert, and Wanhill 1995) or consists of tourist objects, accommodation, infrastructure and tourism supporting facilities (Setiawan 2015). Another theory is that a tourist attraction can be interesting to be visited by tourists must meet the following requirements, what to see? What to do? What to buy? What's coming? Where to stay? From the previous description, each aspect can be broken down into several categories to produce the elements in it (Maryani 1991). According to (Judisseno 2019), there are environmental development, operating sector, social and cultural wealth of tourism, classification of attractions, main modes of transportation, tourism services, commercial and accommodation, food service sector, and other tourism facilities.

The literature reviews led the researcher in finding the research focus and explained it into some research variables and sub-variables. The focus of the research is the 4A aspect of tourism with research variables such are: (1) **Attraction** there are natural attraction, artificial attraction, and cultural attraction; (2) **Accessibility** there are: modes of

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transportation (land, air, and sea), accessibility from town center and from south passage way (JLS), pedestrian way circulation, motorized road, and disability way. (3) **Amenity** consist of: acomodation, public facility, utilities, travel agency, health care agency, and tourism agency such are hotel, cottage, homestay, food court, restourant, kafe, mosque, public toilet, field sport, area signages, trash can, clean water, *Wi-Fi* and street lighting. Support facility that already exist such are: health clinic, tour guide, and baywatch. The last aspect is (4) **Tourism management organization (Ancillary)**, consist of agency or service about tourism travel, tourism vehicle rental managers, health clinic managers, tour guide agents, souvenir agents, and tourism equipment rentals. The observation units are: white sand beaches, sea pine forests, jogging tracks, theme parks, numpak prahu, turtle conservation, floating mosques, and geo-park museums.

### 3. Method

#### Type of Research

This is a qualitative research that described the results through SWOT analysis method. Qualitative research was used to examine natural objects where the researcher act as a key instrument. The collected data were triangulated, with an inductive method which emphasizes a meaning (Sugiyono, 2010). Another theory from Creswell John (2008) says that the researcher as a participant, asks in-depth and general questions, collects data which consists mostly of text from the subject, explains and analyzes words for the research topic, and conducts a subjective investigation. (Majdi 2007)) discussed that the descriptive data wrote the words and behavior of people or seen phenomena in the observation field. The research problems became the core of this research. This study aims to determine the potential of Pancer Door Beach as more than just one object, but many factors and subjects in it.

#### Research Location

This research was conducted at the Pancer Door Beach Area, Borean Village, Ploso, Pacitan District, Pacitan Regency, and East Java, on every weekday and weekend, Monday to Friday and Saturday to Sunday at 08.00-17.00 WIB. This time span was chosen to obtain credible data and obtain comprehensive results from the research situation so as to reduce the element of researcher subjectivity.



Figure 1. Research Location of Pancer Door Beach

#### Data, Data Source, and Persons

##### Research Data

Qualitative research data includes research objects and research subjects. The static research object is the Pancer Door Beach Area, while the moving research objects are visitors, facts, managers, the community, and traders. The research subjects are visitors or tourists, managers, and the community in the Pancer Door Beach Area of Pacitan, East Java.

### Data Source and Persons

Data sources are divided into three types, there are: (1) Informants (Head of the Tourism Industry Section, visitors/tourists, managers, and communities in the research area); (2) Phenomenon; and (3) Documents. Informants are divided into: Respondents (visitors/tourists, managers, and communities in the research area) and key person (Head of the Tourism Industry Section as key informant).

### Data Collection and Analysis Techniques

The data were collected through three approaches, they were the direct observation in the field, some interviews with respondents and key persons, and also documentation studies (documenting images, sounds and videos of movement). This documentation process used several research instruments such as sketch media, digital cameras, cellphones and camcorders.

In this study, the data were analysed using SWOT analysis process that showed the the area potentials based on internal factors and external factors in affecting the research object and its location (Rangkuti, 2015). There are several steps in conducting a SWOT analysis, including identification, comparison between the internal and external factors, and a SWOT diagram that contains strategic steps for future regional development, in creating saturated and valid data.

## 4. Finding and Discussion

### Result of the Research

At the stage of exploring the characteristics of the Pancer Door Pacitan beach tourism object, identification was carried out on every 4A aspect of tourism. Pancer Door Beach Tourism Area is an area that functions as the main tourist attraction close to downtown Pacitan. Based on the results of studies, documentation, and observations, this area has unique characteristics, such as a strong natural impression, fierce beach waves, lush sea pine forests and the confluence of the sea and the river. The southern beach that looks hot and arid does not apply to Pancer Door Beach. The proximity of the area to the city center is approximately 5.5 km with land route access via two roads, namely the national road and the southern crossing (JLS) making the accessibility of this area fast and easy to reach by domestic and foreign tourists. The condition of the entrance is in good condition. It has sidewalks, asphalt and wide roads to accommodate incoming vehicles. The large and tall gates allow large vehicles such as tour buses to enter the area. There is also a theme park right after the gate, it looks good but there are no supporting elements. Figure 2 visualized the main entrance gate of Pancer Door.



Figure 2. Main Entrance Gate of Pancer Door Beach Tourism Area

Figure 3 showed the condition of the turtle conservation area. Turtle conservation has not been developed. Beach conditions are used as table benches with sea pine vegetation. There are attractions that characterize Pancer Beach, such as the attraction of the floating mosque and the river.

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**Figure 3.** Several conditions of Pancer Door Beach Attraction

Table 1, 2, 3, and 4 showed the tourism aspects of 4A, starting with the attraction aspect. Each aspect was identified through actual data and condition. Based on observations, interviews and secondary data sources, the identification results are further explained by analysing each aspect.

**Table 1.** Identification of Attraction Aspect at Pancer Door Beach

Attraction	Natural	Artificial	Cultural
Pancer Door Beach	√		
Sea Pine Forest	√		
Camping Ground	√		
Jogging Track		√	
Theme Park		√	
<i>Numpak prahu</i>		√	
Turtle Conservation		√	
Floating Mosque			√
Geo-Park Museum			√
Performance Stage		√	

**Table 2.** Identification of Amenity Aspect at Pancer Door Beach

Amenities	Condition		Location	Quantity
	Good	Bad		
Area Mosque	√		East Pancer dan West	2 Buildings
Food court	√		Middle Pancer	1 Row
Hotels and Inn	√		Middle Pancer	1 Building
Public Toile		√	East Pancer dan West	2 Buildings
Clean Water Utility	√		East Pancer dan West	3 Types
Trash can		√	East Pancer dan West	5 Units
Pedestrian Utility	√		Alongside the beach	Wide enough

**Table 3.** Identification of Accessibility at Pancer Door Beach

Accessibility	Condition		Attainment	Pavement Type
	Good	Bad		
West Pancer Acces	√		National Road and JLS	Asphalt
East Pancer Acces		√	Difficult to reach by vehicle	Stone soil
Sea Acces		√	Pacitan Bay	Sea water
Air Acces		√	City airport not available	Air
West Parking Lot	√		Affordable by vehicle	Paving block
East Parking Lot		√	Affordable by vehicle	Sand soil

**Table 4.** Identification of Ancilliary Aspect at Pancer Door Beach

Ancilliary	Condition		Availability
	Good	Bad	
Tourism Vehicle Rental Agency	√		Available
Health Clinic management agency		√	Not Available

Ancillary	Condition		Availability
	Good	Bad	
Tourism guide agency	√		Available
Souvenir agency		√	Not Available
Tourism equipment rentals agency		√	Not Available

From the identification process, some detailed informatins were obtained and finally conclude that the Pancer Door Beach Tourism Area stands on the new area stage, dominated by natural elements with a minimum built environment arrangement result. However, the natural resources and tourist attractions have a very high potential to the future development.

### Discussion

The identification results showed how the analysis process was carried out through a potential SWOT analysis of each aspect. Later, the analytic data were used to find the best solution for Pancer Door Beach Area's development. The SWOT matrix processed the results of various actions and strategy that becomes the main reference in planning and developing the Pancer Door Beach Tourism Area.

Table 5. Analysis from Attraction Aspect at Pancer Door Beach

Attractions	Potential	SWOT	SWOT Matrix
Pancer Door Beach	Main attraction	Strength (S) a. Strong natural impression	(SO) a. Utilizing land for attractions development
Sea Pine Forest	Barrier vegetation	b. Wide spread area c. Ferocious beach waves d. Rich in culture	b. Maximizing existing tourist attractions
Camping ground	Support attraction	Weakness (W) a. Hidden potential b. Minimum service	(WO) a. Adding workforce b. Providing new attractions
Jogging track	Support attraction	c. There is a sanctuary area d. Minimal attractions	c. Equip utility d. Take advantage of nature
Theme Park	Pendukung aktivitas	Opportunities (O) a. Near town center b. Wide access road c. Investor interest d. Foreign tourist	(ST) a. Culture for attraction b. Attract investors c. Beach as main attraction
Numpak prahu	River attraction		
Turtle Conservation	New attraction		
Floating Mosque	Cultural attraction	Threats (T) a. Another tourism objects b. Natural cleanliness	(WT) a. No other tourism objects b. Provide tourist education
Geo-Park	Cultural attraction		
Museum	Cultural attraction		
Performance Stage	Support attraction		

Table 6. Attraction Diagrammatic Table of the Pancer Door Beach

Attractions	S	W	O	T	Action
Pancer Door Beach	Very high	High	Very high	Very low	Conservation
Sea Pine Forest	High	Low	Very high	Very low	Conservation

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Attractions	S	W	O	T	Action
Campground	High	Low	Very high	Low	Preservation
Jogging track	High	Low	Very high	Low	Preservation
Theme Park	Low	High	Very high	Low	Reconstruction
River Boat	Very low	Very low	Very high	Low	Construction
Turtle Conservation	Low	Very low	Very high	Low	Conservation
Floating Mosque	High	High	Very high	Very low	Preservation
Geo-Park	High	High	High	Very low	Preservation
Museum					
Performance Stage	Low	Low	High	Low	Reconstruction

Based on the attraction aspect's SWOT analysis, an attraction development study of the Pancer Door area is needed, along with the preserving strategy. Existing attractions showed that the refinement and repair stages are carried out to fix the less feasible sights. The several strategic points showed that new attractions have been built to attract visitors in all areas. The sight constructions brought land empowerment and tourism attraction to spend more time in this Pancer Door Beach Area. The more attractive tourism objects, the more tourist will be attracted to enjoy the scenery of Pancer Door Beach Area, through its natural and cultural beauty.

*Table 7.* Analysis of Amenities in the Pancer Door Beach

Amenities	Potential	SWOT	SWOT Matrix
Area	Public	Strength (S)	(SO)
Mosque	Facility	a. Hotels inside the area	a. Accommodation development
Food court	Accommodation	b. Food court available	b. Culinary variations
		c. Utility available	c. Increase the Hotel & Inns
		d. Width of vacant land	
Hotels & Inns	Accommodation	Weakness (W)	(WO)
		a. Minim accommodation	a. Build accommodation
		b. Monoton culinary tour	b. Culinary development
Public toilet	Public facility	c. Lack of public facilities	c. Rearrangement of public facilities
		d. Poor of public facilities	d. Expansion of the utility
Clean water utility	Area utility	Opportunities (O)	(ST)
		a. A development policy	a. Implement development policies
		b. Adequate city hotel	b. Provide information to tourists in city hotels
Trash can	Public facility	c. Culinary wealth	c. Investor cooperation
		d. Investors	
		Threats (T)	(WT)
Pedestrian Utility	Public facility	a. The natural preservation is disturbed	a. Complete public facilities
		b. The area is not attractive to tourists	b. Provide beach cleaning facilities

*Table 8.* Amenities Diagrammatic Table of the Pancer Door Beach

Amenities	S	W	O	T	Action
Mosque	High	Low	High	Low	Construction
Food court	High	Very low	Very high	Very low	Preservation
Hotels & Inns	Very high	High	Very high	Low	Construction

Amenities	S	W	O	T	Action
Public Toilet	High	Low	Very high	Low	Construction
Water Utility	Very high	High	Very high	Low	Reconstruction
Trash can	High	Very high	Very high	Low	Construction
Pedestrian Utility	Very high	High	Very high	High	Construction

The identified facilities were analysed and resulted some important notes, such as no matter the beauty of tourist destination would not be able to attract tourists without supporting facilities. The identified tourists consist of the local and foreign people. A review is needed regarding to the lodging, regional utilities, and other public facilities in supporting tourists' activities and needs. The Pancer Door Area was actually equipped with an inn, unfortunately the size was too small to support the number of visitors. There were no restaurants but only a series of food courts, which of course made it less aesthetic and less diverse to the foreign visitors. Some of the public facilities were neglected and need to be repaired, meanwhile the utility is sufficient but needs more regional electricity utilities.

Table 9. Analysis of Accessibility in the Pancer Door Beach

Accessibility	Potential	SWOT	SWOT Matrix
Pancer Door land access	Second entrance	Strength (S) a. Main access is land b. Wide area road c. Passed by various motorized vehicles	(SO) a. Sea access via the bay b. application of regulations c. Second entrance available d. Linear route access
Disability and pedestrian way	Increase mobility of area	Weakness (W) a. Access only by land b. No signage c. Uneven road access d. Illegal parking area	(WO) a. Density of the land route is overcome by sea route b. Area signage c. Conceptual parking
West parking lot	Parking area	Opportunities (O) a. Bay for sea route access b. Conceptual development c. Alternative entry d. Area linear shape	(ST) a. Giving signs of the area b. The road is proportional to the number of vehicles c. Asphalt road conditions add to the comfort feeling
East parking lot	Neatness area	Threats (T) a. Minimal signage b. No port c. Undesirable pedestrian ways d. Bad road condition	(WT) a. Signage as a guidance b. Alternative route c. Pedestrian & disability way d. Parking and access development

Table 10. Accessibility Diagrammatic Table of Pancer Door Beach

Accessibility	S	W	O	T	Action
Land access	High	Low	High	Low	Preservation
Disability way	High	Low	High	Very low	Construction
Pedestrian way	Very high	Low	High	Very low	Preservation
West parking	High	Low	High	Low	Construction
East parking	High	Low	High	Low	Construction



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According to the observation result and documentation during field study and secondary source, Pancer Door is not just an ordinary beach but it is a tourist destination. An area should not be judge through attraction and facilities, but accessibility is also being the main key in developing a tourism destination. Accessibility affects the perception of visitors in assessing and reviewing a tourism destination. Trough good and trusted accessibility, more local and foreign tourists would be attracted to come, while in this case the East Pancer accessibility need to be improved by adding some pedestrian ways for the disables. The parking area should be renovated according to the vacant land availability, in order to deccreas the 'slum area image' and creates the image of a friendly, well-organized and comfortable area for visitors who would like to spend their time in the Pancer Beach area.

**Table 11.** Analysis of Ancillary (tourism management organization) in Pancer Door Beach

Ancilliary	Potential	SWOT	Matrix SWOT
Travel agency / service	Mobility and promotion	Strength (S) a. Increase tourism destination rating b. Increase the tidiness c. Increase the area income of local society	(SO) a. The increase in the rating is in line with the increase in the welfare of the local community b. The convenience and needs of visitors can be fulfilled by the tourism agency
Tourism vehicle rental management	Visitor accession	Weakness (W) a. More polutan will arise b. More free ground space will decrease c. Maintenance of the agency	(WO) a. Pollution and land loss can be overcome with good area management b. Urgent things in an area can be handled responsively
Tourism guide agency	Tourism activities service	Opportunities (O) a. Help local employment b. Center information for visitor c. Help people when an accident occured at tourism destination	(ST) a. Rating area can be boosted by neatness of the visitor needs b. Maintenance is overcome by managing each agency properly by local society
Health Clinic management agency	Tourism health services		(WT) a. Agency management can help improve the stability of the rating and maintenance of the región b. Gradual and consistent management will foster integrity in the new agency in a tourist área
Souvenir agency	Tourism merch provider		
Tourism equipment rental agency	Tourism equipment services	Threats (T) a. Tourism destination rating falling down b. Unintegrated agency	

Table 12. Ancilliary Diagrammatic Table of the Pancer Door Beach

Ancilliary	S	W	O	T	Action
Tourism vehicle rental management	Very high	Very high	Very high	Low	Construction
Tourism guide agency	High	Low	Very high	Very low	Construction
Health Clinic management agency	Very high	Low	Very high	Very low	Construction
Souvenir agency	Very high	Very low	Very high	Very low	Construction
Tourism equipment rental agency	High	High	High	Very high	Construction

The next element that should be completed is supporting facilities, in order to provide small details in a tourism destination. A shipyard was found in the neglected Pacer Door Area. This shipyard can be reused and repaired into a new facility that provides boat ride services for Pancer river tours as well as an attraction to visitors about shipyards in brackish water. The next one is related to the safety protection through Baywatch, as one of the important elements in maintaining security and order in the coastal area. A clinic is also needed, in order to give the first aid and safety to the tourists and or the tourism agency. This Pacer Door Area holds some histories that could attract some more tourists.

Table 11 and 12 showed some analytical results that lead to solutions to the research problems. Each aspect has a variety of detailed solutions, where common threads were found and rearranged into new strategic points. These points should be able to protect and act as a reference in developing the Pancer Door Area. The important points based on the SWOT analysis of each tourism aspect above are called the grand strategy matrix. The grand strategy matrix is then visualized to produce an architectural design, both in the form of a master plan and detailed building design for the Pancer Door Beach Tourism Area's future development. Figure 4 presents a grand strategy matrix, arranged in four quadrants. Each quadrant is interrelated (both in terms of strengths and weaknesses) and filled as a policy to overcome problems in the Pancer Door Beach Tourism Area.

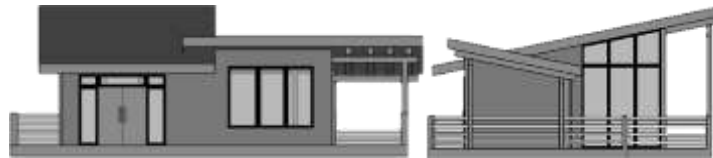
		Rapid Area Development			
Weak Potential Area	Development of turtle conservation	II	I	Maintenance of exist	Strong Potential Area
	Development river water attraction			Development of cult	
	Management of the theme park			Sea pine forest	
	Tourism accommodation development			Vacant land	
	Public facilities development			Culinary tourism	
	Additional service development	III	IV	Cooperation v	ment
	Development of area accessibility			Cleanlines	
	Tourism agency development			Environmenta	
Preservation of sea turtle habitat	New attractions				
		Slow Area Development			

Figure 4. Grand Strategy Matrix of Pancer Door Beach

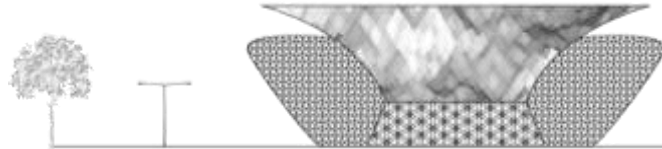
Figures 5,6,7, and 8 visualized the discussion results in the form of several design concepts based on the results of interviews, geographical conditions, and regional characteristics. This design concept is expected to be a breakthrough for area developers in effectively applying some development policies to the regional development, maintain its

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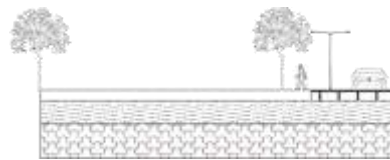
sustainability and have aesthetic value. Figure 9 presented a master plan for Pancer Door Tourism Beach Area according to the data analysis and grand strategy matrix for future development.



*Figure 5. Elevation of Cottage Design for Pancer Door Beach Area*



*Figure 6. Main Entrance Design for Pancer Door Beach Area*



*Figure 7. Section of Main Road for Pancer Door Beach Area*



*Figure 8. Elevation of Administrative Building for Pancer Door Beach Area*



*Figure 9. Recommendation Master Plan of Pancer Door Beach Tourism Area*

**5. Conclusion**

Pancer Door Beach as a tourism destination is a natural coastal tourist destination with a wealth of culture and religion. A lot of vacant land that has not been cultivated with such a large area, but very minimum management process, made it less attractive. Based on the identification found four aspects of tourism in Pancer Door, there are attractions, amenities, accessibility, and tourism management organization. The planning and strategy

of Pancer Door's development were done by SWOT analysis as a tool to find the right solutions and steps in the development of the Pancer Door Beach Area. The SWOT Analytic Matrix conclude several actions should be done to create a good development strategy, such as cottage construction, pedestrian roads, and facilities, utilities, entrance design, administrative building concepts and others included in the table. In the tourism management organization aspect, an addition is made for tourism agencies in the Pancer Door area which is useful for increasing regional ratings, travelling convenience, increasing the economic quality of local communities so that a grand strategy is created which is a combination of strong and weak potentials used for planning and development which is not only fast but also can overcome lags in the Pancer Door Coastal Area's future development.

### Aknowledgement

This research is aimed to give the academics and the government of Pacitan Regency some references in developing tourist destinations. We would like to say thank you to the intitution of Universitas Brawijaya for all provided facilities in completing this research, along with this scientific article as a result. I also want to say infinite gratitude to Allah SWT for the abundance of His blessings and mercy. We also thank all parties who participated in this research. Hopefully there are constructive criticisms and suggestions for better research results in the future.

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