

# The Development Of Bakauheni Harbour City Integrated Tourism Area As An International Tourist Destination

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**Abstract.** This study aimed to analyze the development of the integrated area of Bakauheni Harbor City (BHC) Lampung as an international tourism destination. This study used a qualitative approach. The results of the study indicated that currently the construction of BHC is in its early stages. In this initial development stage, the government seeks to maximize basic utilities such as sanitation, electricity, roads, and others. To realize the harbor city concept, it is estimated that it will take about 30 years. In the long term, the government is expected to remain in its commitment to building BHC into an international tourism destination. The government also needs to prepare a strategy to deal with several challenges. For example, the challenge in the socio-cultural field is to train the readiness of the surrounding community to deal with foreign cultures that will enter. The challenge in the economic field is to make the BHC area a driving force for the community's economy, to reduce inequality, and to improve regional infrastructure. Challenges in the environmental field are to realize sustainable tourism and challenges in the field of disaster, for example by carrying out disaster mitigation to deal with natural disasters such as tsunamis.

**Keywords:** Bakauheni Harbor City, development, integrated area, tourism destination

## 1 Introduction

After the Covid-19 pandemic, the government continues to maintain the country's economic growth while ensuring the sustainability of investment in infrastructure development projects, including the tourism sector. One of the infrastructure development projects is the sustainability of the implementation of the Bakauheni Harbour City (BHC) project development. Minister of State-Owned Enterprises, Erick Thohir, said that the investment value of BHC National Strategic Project in South Lampung reached Rp 1 trillion. The investment value is planned to build a number of locations, such as Krakatau Park, Bakauheni Mosque, lighthouse, Siger Tower museum, and clean water infrastructure. It also includes a creative hub for facilities to open jobs for the industrial and creative economy sectors, as well as other tourist attractions [1]. Recent developments show that BSI Mosque, Krakatau Park, and Selasar Siger BTN have been

operating. Currently, the development of the BHC area is still under construction, some of which are the construction of Siger Tower, Siger Creative Hub BNI, Siger Market Mandiri, basic infrastructure development, and clean water [2].

The BHC project is considered to have great potential to be developed and become a mainstay tourism in Lampung. The government optimistic the presence of various facilities will not only become a beacon of civilization, but also a driver of the local community's economy. In line with the National Medium-Term Development Plan 2020-2024, development in the region is expected to reduce inequality and improve regional infrastructure. The Bakauheni region is also considered to have the potential to become one of the tourism hubs of Lampung Province and South Lampung Regency. Bakauheni is surrounded by a variety of attractions, ranging from historical, natural, and special interest tourism. The Bakauheni area is expected not only as a crossing port, but can become an international tourism destination [3].

Some previous studies have provided an understanding of the development of integrated areas in port cities, although they did not specifically address the development of BHC integrated areas. Boa (2008) explores the development of port-inland integrated economic mode by using Lianyungang-Huaihai Economic Zone as a case study. Pengfe (2010) focuses on the integration of old port renewal projects using the West Harbor of Qinhuangdao case study and highlights functional, structural, and transportation integration. Momirski, (2017) focuses on land and sea integration within port areas influenced by functional factors, infrastructure connections, technical possibilities, and environmental requirements using the Port of Koper case study. Andriyan (2018) discusses the development of a waterfront city in the Siak IV Bridge Area of Pekanbaru which can increase tourism potential in the region. Meanwhile, Ilham et al. (2022) discusses optimizing traffic management at the Bakauheni Crossing Port. There has not been much research that specifically discusses the development of BHC integrated areas, especially if BHC is planned to become an international tourist destination. This emphasizes the need for research that focuses on this.

The development of integrated tourist areas into international-scale tourism destinations requires commitment and seriousness from various parties involved, namely the government, business/private actors, and the community. Strategies are needed to face various challenges in the socio-cultural, economic, and environmental fields. Based on these expectations and realities, it is necessary to conduct empirical research with the research question "How is the development of BHC integrated tourism areas as international tourist destinations?" This study aims to analyze the development of BHC integrated tourism area if it is planned to become an international tourist destination.

## **2 Methodology**

This research uses a qualitative approach. This approach is intended as an analytical understanding process based on the empirical paradigm to examine the development of BHC integrated tourism areas if they are planned to become international tourist destinations. This research was conducted in the BHC area, South Lampung Regency. The focus of this research is to analyze the development of BHC integrated tourism area as an international tourist destination. The type of data used in this study came from various sources, in the form of primary data and secondary data. Primary data in the form of facts, information, documents, and opinions or views and expectations obtained from the Regional Planning and Development

Agency (Bappeda) of Lampung Province, the Culture and Tourism Office of Lampung Province, Bappeda of South Lampung Regency and the Bakauheni Village Government. In addition, a Forum Group Discussion (FGD) was also held to accommodate opinions or views related to the development of BHC integrated tourism areas as international tourist destinations. While secondary data is obtained from various previous studies, news in the mass media, and articles on websites. The main data collection used in-depth interview techniques, documentation, and literature study. In primary data collection, interviews were conducted with the Bappeda of Lampung Province, Bappeda of South Lampung Regency, the Lampung Provincial Culture and Tourism Office and the Bakauheni Village Government as involved and related parties. In documentation techniques, most of the available data is in the form of reports and news in the mass media. In literature study techniques, data is obtained from various sources such as journal articles and the internet (online sources).

The study was analyzed using the steps put forward by Bryman which consisted of six main steps in qualitative research [9]. First, the researcher determines the research question. Next, researchers determine the relevant sites or subjects through literature review. It also helps researchers to determine a more specific research focus. Furthermore, the collection of relevant data is carried out directly or indirectly. Then the data is interpreted which will then be interpreted for analysis by researchers. Researchers analyze data that has been interpreted using concepts used in research. This research uses the concept of tourism development and integrated tourism areas as guidance in answering research questions. When analyzing data, data specification of the research question allows researchers to look for further data that is then reinterpreted to be able to more specifically answer the research question. After that, researchers get the results of the study which is then drawn conclusions. This conclusion is expected to be the answer to the research question.

### **3 Results and Discussion**

Researchers conducted interviews with several agencies related to BHC development, namely the Regional Planning and Development Agency (Bappeda) of Lampung Province, the Culture and Tourism Office of Lampung Province, Bappeda of South Lampung Regency and the Bakauheni Village Government. Bappeda of Lampung Province in collaboration with consultants from Singapore made a master plan to develop the BHC area to suit the tastes of the international market. In the first five years, BHC is targeted for local tourists, while for foreign tourists it will be targeted after the first five years. Mount Krakatau is one of BHC's attractions that will be targeted for foreign tourists. The following is the master plan (land use plan) of the BHC area made by Bappeda of Lampung Province.

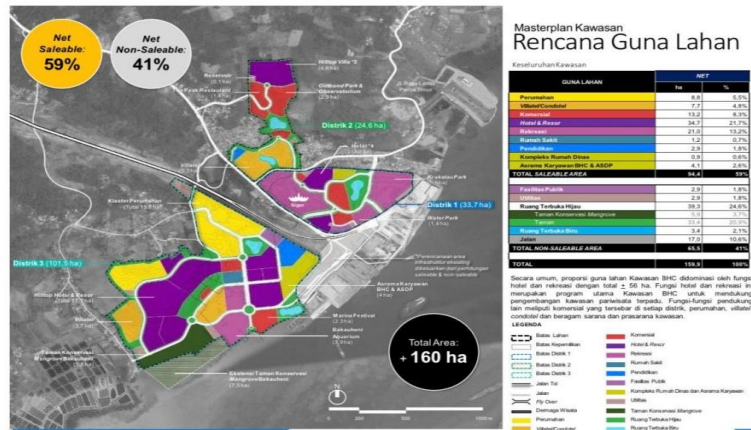


Fig. 1. BHC Master Plan

The following are the stages of development of the BHC area.

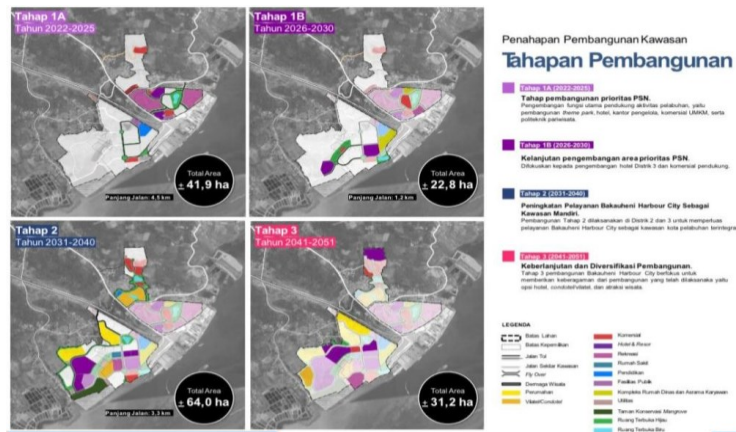


Fig. 2. BHC Development Stages

In stage 1 (stage 1) is divided into two, namely stage 1A and stage 1B. In phase 1A, development focuses on the main functions of supporting port activities such as the construction of Krakatau Park, central MSMEs, BSI Mosque, Siger Tower revitalization, hotels, management offices and tourism polytechnics which are targeted for completion in 2025. Followed by phase 1B which is targeted to be completed in 2030, which focuses on hotel development and supporting commercial such as sanitation issues, etc. Then in phase two (stage 2) the development is aimed at expanding BHC services as an integrated port city area precisely in Districts 2 and 3 which are targeted for completion in 2040. While the construction of phase 3 (stage 3) is a stage of maturation and sustainability from previous developments such as condotels/villatels, tourist attractions, Marina Festival, conservation parks, hotels, resorts, and housing. The maturation of

development in phase 3 is a marketing step for BHC as an international tourist destination with the presence of a variety of tourism and entertainment options that suit the tastes of the international market. The construction of phase 3 is targeted for completion in 2051. This means that it takes about 30 years to realize the BHC area as an international tourist destination.

In the concept of tourism development, there are five main elements that can support tourism development, namely tourist objects and attractions, tourist infrastructure, tourist facilities, infrastructure and community / environment [10]. The fulfillment of these five elements in the context of BHC, there are several elements that have been fulfilled and several other elements that have not been fulfilled. Here's the explanation:

### 3.1 Tourist attractions and attractions

For elements of tourist objects and attractions, the masterplan that is made seems to have the potential to bring tourists to BHC. There are eight tourist destinations to be built, namely Menara Siger Cultural Park, Krakatau Park and Water Park, Mangrove Conservation Park, Bakauheni Marina Festival, Aquarium & Maritime Experiences Center, Bakauheni Tourism Pier, Bakauheni Skycar and Star Binocular Observatory. Of the eight planned tours, Krakatau Park has been opened to the public starting April 2023. Krakatau Park is targeted at tourists from outside the area considering that there is no distinctive BHC that can invite international tourists. Because to bring in international tourists, there are characteristics that are different from their home country or better than those in their home country. An example is Lagoi Bay Bintan which has the characteristics of the largest artificial swimming pool in Southeast Asia. Therefore, BHC needs its own characteristics, for example from cultural aspects or other characteristics that are able to invite foreign tourists to come. This requires a relatively long time and consistency from the government to develop BHC in the aspect of tourist objects and attractions, especially in the development of harbour city as the concept of this tourist area.

### 3.2 Tourism Infrastructure

Regarding tourist infrastructure to BHC, there is easy access starting from toll roads and roads that are already good. Infrastructure has been prioritized by the government both in terms of sanitation, roads, and others that facilitate access to BHC tourism. This is shown by the basic utilities available at BHC, where clean water is available 53.28 liters, wastewater generation is 25.52 liters / second, waste is available generation as much as 38.94 M2 / second, electricity is available with a maximum requirement of 35.92 MVA, IT and telecommunications 6,846 lines, and internal roads along 9.0 KM [11]. However, other roads to tourism in Bakauheni still need improvement and attention from the government so that tourism managed by Pokdarwis can move forward with the presence of BHC.

### 3.3 Tourism Facilities

Bappeda of Lampung Province said that the presence of investors is needed to build hotels, resorts, and other complete tourist facilities. This is because State-Owned Enterprises (SOEs) do not support hospitality and other facilities outside the program launched. In addition, around the Bakauheni area today it is still difficult to find hotels that have good standards. Some hotels with good standards already exist, but the

distance is quite far and only found a three-star hotel. Therefore, to develop BHC tourism, the role of investors or private parties is needed.

### 3.4 Infrastructure

In terms of infrastructure, the government strives for infrastructure to be a priority in the development of BHC. This is shown by the infrastructure needs placed in phase I (2021-2025), such as water needs have been supported by facilities from Regional Water Supply Companies (PDAMs) provided by the Regional Government, besides that there will also be further coordination facilitated by the Water Resources Management Office to discuss Readiness Criteria (RC) such as documents, Environmental Impact Assessments (AMDAL), and land acquisition. Regarding sanitation handling in the field of waste and waste, the government also has a system by revitalizing the Bakauheni Final Processing Site (TPA) by forming an institution that can manage it. In addition to the Bakauheni landfill, another alternative that can be used is the Lubuk Kamal landfill, where there will be proposals regarding the optimization of the Lubuk Kamal landfill [11].

### 3.5 Community/Environment

The government is currently approaching the community. This is shown by the socialization and training of the creative economy. This approach is carried out so that the community is better prepared to accept the existence of the BHC tourist area, both skillfully and ready to face the new culture that will enter if foreign tourists have entered the Bakauheni area. In addition, training is also intended for Pokdarwis so that surrounding tourist destinations can also advance with the presence of BHC. Studies on the socio-cultural aspects of BHC are still being discussed by the Lampung Provincial Tourism Office and other agencies involved. While related to environmental aspects, many other tourist destinations around Bakauheni are also no less beautiful such as Noni Island, Sebuku Island, and Tanjung Tua Beach. However, accessibility to the tourist direction is still difficult to reach due to road and other infrastructure problems. Therefore, the government needs to pay attention to tourist destinations around Bakauheni so that tourists who come not only enjoy BHC, but also can enjoy the beauty of other attractions around BHC.

In addition to analysis using the concept of tourism development, there is another concept used, namely the concept of integrated tourist areas. This concept is used to describe areas built specifically for tourism purposes by combining the development and management of tourist attractions, tourism facilities, and other economic facilities in one area as a tourism destination. One of the important principles in the development of integrated tourism is the value of time which means striving so that tourists who usually have a lot of time can use the available time to enjoy as many objects as possible and with optimal quality of enjoyment [12].

The development of integrated tourism areas means the development of tourist areas that take into account tourist activity centers, characteristics of tourist objects and have links with circuits or tourist paths [13]. There are several integrated tourism areas that produce major economic impacts, especially in accommodating foreign tourist visits. Among them are Nusa Dua Bali, Tanjung Lesung, Lagoi Bintan Area, Ancol Dreamland and Taman Mini Indonesia Indah. Related to the concept of developing the integrated tourist area of Bakauheni as a harbour city,

the city in the port area is considered to have the charm of beauty in it. Many ports are built beautifully, lighthouses that stand tall towering upwards, to water tourism that is no less beautiful. Some of the most beautiful port cities in the world include Lindau (Germany), Copenhagen (Denmark), Amsterdam (Netherlands), Venice (Italy), Rio de Janeiro (Brazil), Hong Kong (China), and Sydney (Australia).

Bappeda of Lampung Province said that the tourism concept brought by BHC has a journey concept, therefore many tourist destinations are built that can be enjoyed by tourists. In addition, there are also efforts to optimize the role of local Pokdarwis so that after tourists feel enough around BHC, tourists can also visit other tourist destinations around the BHC area. This is related to the principle of the value of time in the concept of integrated tourist areas.

Based on interviews that researchers have conducted with several agencies related to BHC development, it was found that each agency supports and is quite optimistic about BHC development. Each agency has a strategy to deal with BHC development in accordance with their respective tasks and functions. Based on the results of interviews from several agencies, BHC for now cannot be called tourism that has an international target market. This is because in the first five years it will only be targeted at local tourists. The construction of the BHC area is considered to be running relatively smoothly which is marked by the inauguration of the BSI Mosque in March 2023 and the opening of Krakatau Park in April 2023. The seriousness of BHC's development is marked by the central government's support for BHC, both in terms of regulation and funding. However, it took quite a long time to achieve the harbor city concept as targeted by the government considering that the realization of waterfront city is still relatively difficult and still requires efforts to provide understanding to the public about the concept of waterfront city.

In the implementation of BHC development, each agency interviewed said that there were several challenges. The resource person from Bappeda of Lampung Province said that the challenge came from infrastructure that still requires many investors in the hospitality sector, such as hotels, resorts, golf courses, and others. Another challenge comes from community acceptance. Because by targeting foreign tourists to enter, it will make culture from outside also enter. Society needs time to accept these cultural differences and adapt. This becomes more challenging because it requires a study and direct approach to the surrounding community. Challenges in terms of the readiness of the surrounding community were also conveyed by resource persons from Bappeda South Lampung Regency and the Lampung Provincial Tourism Office. The resource person from Bappeda, South Lampung Regency said that several challenges in the development of BHC integrated areas include the readiness of the surrounding community, so there needs to be a study of the socio-cultural impacts arising from the development of the BHC area. In addition to the readiness of the community to deal with culture from outside, the readiness of the community to be more active in exploring the superior potential of villages around the BHC area, such as tourism potential or business opportunities, is also needed so that the community benefits from the development of the area.

To make BHC an international standard tourism destination, it takes readiness from the surrounding community to deal with foreign cultures that will enter. This community readiness is also needed so that there is no friction between tourism area managers or entrepreneurs, Pokdarwis, and local communities who feel disadvantaged. Therefore, the community needs qualified skill readiness so that the surrounding community can benefit from the presence of BHC.

The resource person from the Lampung Provincial Tourism Office said that in addition to socio-cultural aspects that are a challenge, sustainability aspects also need attention. It is stated in the 1995 Sustainable Tourism Charter that sustainable tourism development is development that can be ecologically supported as well as economically feasible, as well as ethically and socially fair to the community. The consideration of the development of BHC's integrated tourism area cannot be seen from the economic aspect alone, but must also involve other aspects in every decision-making. Aspects of disaster and sustainability also need attention because considering the Bakauheni area is very close to the sea and several times there have been tsunamis in the area, disaster mitigation is needed.

#### **4 Conclusion**

Tourism development can be an important part of increasing regional income if the scale is national or local and can increase foreign exchange income if it is international. This also applies in the development of BHC integrated tourist areas. Besides being expected to increase income for the country and region, this tourism development is also expected to create jobs for the local community and can invite other tourists to visit tourist destinations around BHC.

In its development, BHC is supported by various parties, both from the central government in terms of funding and from local governments in terms of regulation. In addition, there is also support from the private sector. The development of the BHC area is estimated to take up to about 30 years to achieve the expected development targets as in the master plan. This is because it took a relatively long time to realize the harbor city concept as planned. For this reason, government commitment is needed in the development of BHC integrated tourism areas. For now, construction is still at the ground breaking stage.

In the development of the BHC area as an international tourist destination, there are several challenges. For example, challenges in the socio-cultural field are training the readiness of the surrounding community to deal with cultures from outside that will enter. The challenge in the economic sector is to make the BHC area an economic driver of the community, can reduce inequality, and improve regional infrastructure. The challenge in the environmental sector is to realize sustainable tourism and challenges in the field of disasters, for example by mitigating disasters to deal with natural disasters such as tsunamis.

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