

# **Development Marine Tourism Strategic in Padang City, Indonesia: Importance Performance Analysis Approach**

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## **Abstract**

The formulation of tourism sector policies is important in achieving the development goals of the tourism sector. This study aims to formulate appropriate policies for the development of the tourism sector in Padang, Indonesia. Respondents in the study were visitors to marine tourism destinations consisting of three islands in the city of Padang, namely Sirandah Island, Pasumpahan Island, and Sironjong Island. The data analysis method is Importance Performance Analysis (IPA). IPA is used to measure the level of tourist satisfaction with the performance of the tourism sector on Sirandah Island, Pasumpahan Island, and Sironjong Island on the Service Quality component. Based on the results of the study of the four quadrant matrix values, it was concluded that the component of tourism policy in quadrant IV or improvement priority is information on tourist visitors because the quality of information service performance is not satisfactory. However, based on the data in quadrant II, which is a policy that needs to be maintained, it was found that visitors to the tourist attraction were very satisfied. The government and related agencies and stakeholders must maintain the service quality attributes that are in this quadrant. So it can be recommended that the marine tourism development policy of the city of Padang is to make improvements in the form of tangibles instruments; adding rides and tourist facilities that attract tourists and maintain better peace and comfort. Reliability instruments that need to be improved are providing directions and providing marine tourism applications that contain supporting information.

## **Keywords**

Marine tourism, Tourist, Service Quality, Strategic, IPA Analysis