The Assessment of the Potential Parameters in the Coastal Tourism: a Review of the Literatures Method

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Abstract. The purpose of this study is to reveal some important parameters that can be used to estimate the potential value of business in coastal tourism. The Literature review method contains descriptions of theories, findings and other research materials obtained from reference material to be used as a cornerstone of research activities. This method can be done objectively with statistical calculations or with subjective by defining it based on certain considerations. Using this method can be seen there are two groups of parameters considered in the subject: marine and coastal geological data, and economic, demographic and related data infrastructure around coastal areas. These key parameters will make it easier to determine the potential of the coastal tourism business.

1. Introduction
Investment in the field of development of the coastal tourism is one sector of business which has the attraction among investors at the moment [1-4]. But to get the attractions will be developed, first to do a process study [5-7]. Study of the tourism potential of the beach is the study that is practical, one of them in this study by conducting assessment of the potential that exists in the beach. The existence of this study are expected to be a useful reference for consideration in the development of tourism in the beach of the future [8].

At the same time the potential market opportunity is also often interpreted as an abstract, which is hard to be converted in a rational number. For a man who was about to enter a new business in a particular business area could obligated to measure and predict how large the potential market opportunities exist [9-10].

Generally, a feasibility study in the planning of tourism do to try to answer some of the question, what purpose and interests who should be reached in the project and the perpetrators of ecotourism. The purpose of this study is to reveal some important parameters that can be used to estimate the potential value of business in coastal tourism, and interests who should be reached in the project and the perpetrators of ecotourism, because the objectives will be achieved through a feasibility study should be stated clearly and unequivocally. Whether other resources mobilization remains necessary to reach that goal. What is the condition of environmental, social, and local culture is really capable of supporting the development of tourism. Whether the institutional aspect there is enough support so that negative impacts can be avoided. What is the basic condition of the physical environment about strong enough to allow the advantages of tourism that can be used for the benefit of the area protected or can be enjoyed by target group or a local community around tourist attractions [11-13].
2. Experimental Methods
This section seeks to explain in detail what are the parameters required to determine potential for coastal tourism and its business. The determination of these priority values can then be used as a basis for making recommendations the feasibility of the development of coastal tourism.

Some researchers have tried to dig at a priority parameters; Ring-Sain B [1] consider aspects of geological data, the characteristics of the coast, wave height, to determine priorities in the tourist potential of the approach. Here, the aspect of geological data to assess the potential and types of tourism. The power factor of the rate that the support can also encourage the development of tourism itself [2]. Alayón [3] that with data support will be better able to assess the potential of tourism. Khanale [4] use the right method will strengthen results estimates a business.

3. Results and Discussion
Based on these literature and field studies we formulate parameters that affect priority in the development of coastal tourism:

3.1. Depth Sea
Sea depth (D) is the distance from sea water while in conditions of maximum receded with the surface of the seabed. This is an important parameter of the data side of marine geology in determining the kind of potential for coastal tourism.

3.2. The Wave
The wave (W) is movement of the rise and fall of water in a direction perpendicular to the surface of sea water forming curves/sinusoidal graphs, caused by the wind. The wind over the ocean to transfer their energy to the waters, causing ripples, square/Hill, and turned.

The higher the waves of the ocean, it will also affect the newness of tourism potential that will be developed.

3.3. Population
A population (P) is the number of living things that live together in the same place. These people are called inhabitants or residents. The population includes all individuals that live in that certain area.

Number of population of a region will greatly affect the continuity of business development. As on the business development of coastal tourism, if the population of the coastal regions around the lot, then the potential benefits will be even greater. Then the population is an important parameter of the power support in business development of coastal tourism.

3.4. Profit
Profit is the main destination for investors in infuse capital. The potential benefits are clear before doing business will add a level of attraction to investors. Then the profit (K) is to be one of the important parameters in investing, including in business development of coastal tourism.

We summarize the parameters that determine the business value (V) of developing coastal tourism:

\[ V = \{ D, W, P, K \} \] (1)

V = Business Value
D = Depth Sea
W = The Wave height
P = Population
K - Profit

4. Conclusions
The present study has successfully reveals the parameters that can be used as the basis for determining the business value of developing of coastal tourism, which consists of the depth of the sea D, the wave height W, the population P, and the value of profits B.
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