

## SEASHORE TOURISM POLICY SELECTION AND LOCAL INHABITANT SATISFACTION EVALUATION BY TOPSIS METHOD

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### ABSTRACT

*Seashore tourism, especially in the seaside township, has rapidly developed in the recent years. In addition to fishing industry, the development of tourism activities has become an income-generating method for local economy. This empirical study illustrates how a seaside township selects a suitable tourism development solution using a simple group decision making method of TOPSIS. The attitudes of the inhabitants were surveyed in regards towards the coastal tourism stimulus package implemented for half of a year. The discussions derived from the results can be used as a reference to promote the usefulness of seashore tourism and regional economic development at the township level, as well as to properly respond to the needs of inhabitants.*

**Keywords:** *Seashore tourism, Inhabitant satisfaction, solution assessment, decision-making process*

### 1. INTRODUCTION

The novel coronavirus disease (COVID-19) pandemic has affected every part across the globe, and the tourism sector is among the most affected. As economic activities cannot proceed in an orderly manner as usual, local finances are bound to be affected to a certain extent. Local tourism authorities to strengthen transformation and increase added value have become a top priority for sustainable development.

Seashore tourism is the earlier pattern of tourism and is also the largest segment of the tourism industry. In addition, seashore tourism is also the most important and fastest growing economic activity that occurs in the seaside (Kurniawan et al. 2016).

Seashore tourism, one of the largest segments of the maritime economic sector and the largest component of the tourism industry, not only guarantees economic growth, but also ecological and social sustainability. In addition, the concept of ecotourism also provides tourism activities that prioritize aspects that improve the well-being of the community (Tegar and Gurning, 2018).

Seashore tourism development is driven primarily by national and/or local governments. These involve investment in infrastructure to support development funded through both public and private investors that support the local economy (Honey and Krantz, 2007).

Governments usually have several ways to improve the welfare of fishermen in non-fisheries areas, one of them is to connect fishermen, seaside, and tourism (Sukmayeti, 2019). However, the relational approach to economic development is becoming established as an important issue, and seashore tourism development is just beginning to recognize its potential (Clavé and Wilson, 2017).

As such, this empirical study attempts to reveal the current factors at work in a seaside township tourism solution selection. This study introduces an easy-to-use, time-saving multiple-criteria decision-making method (MCDM) to the process of selecting which administrative works the local government should focus