

## **Surf Fishing Prospect: Developing Pangandaran Beach Tourism Destination**

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### **Abstract**

Fishing tourism has become a global recreational trend, providing visitors with a memorable beach activity-based experience. Fishing tourism is a relatively new development in sustainable tourism, where tourists can participate in fishing operations by using surf fishing techniques to catch and cook freshly caught fish on-site. Pangandaran beach tourism destination provides a potential spot for surf fishing. This research examines the prospects for developing surf fishing to increase quality beach activity experiences in Pangandaran. This is achieved through face-to-face interviews with five experienced fishers and ten tourists who wanted to participate in this process. By using ansoff matrix analysis, the surf fishing prospect of Pangandaran Beach tourism destination suggests implementing a product development strategy to create new products of fishing tourism experiences and techniques provided for the existing tourist market fishing lover.

**Keywords:** Fishing tourism; Surf fishing; Pangandaran Beach; Ansoff Matrix.

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### **A. INTRODUCTION**

Over the past years, tourism has changed and will continue to evolve. Tourism is no longer a product but a psychological mood. This is because it is characterized as an interdisciplinary field of scientific research. Psychology is one of the leading disciplines that has benefited the tourist practice (Frechtling, 2010; Yu et al., 2010). Through psychology, researchers can draw meaningful conclusions concerning customers' behavior, the decision-making process and the overall gratification offered by the various tourist products. In recent years, there has been a trend for more alternative forms of tourism, and many tourists are losing interest in the traditional sun, sand and sea packages. They are instead looking to experience something more actively engaging. One such activity is fishing tourism, a sustainable recreational activity with many benefits.

Globally, fishing tourism shows a positive development trend. Several popular destinations, including Hawaii, East Africa, Florida, Greece, and Norway, have developed fishing tourism as one of the main tourist activities (Moksness et al., 2011). The destination develops fishing tourism with various fishing activities and techniques, such as casting, jigging, popping, trolling, fly-fishing, surf casting, hand-lining, long-lining, and slabbing (SWI Fishing Charters, 2021). Fishing tourism is also one type of sustainable recreational activity (Fishing Tourism for Blue Economy, 2020) because fishing tourism if appropriately done and follows sustainable principles, will benefit tourism actors and local communities.

This tourist activity could create a shared vision among tourists and locals. Local fishermen have the opportunity to protect their environment in terms of environmental, economic and social goods, conserving them from the negative impacts that may result from tourism development. On the other hand, tourists have a greater incentive to learn about the places and culture of an area by directly participating in an activity, such as traditional fishing practiced by coastal societies.

Indonesia is directed to be the best fishing tourism destination in the world. That is because Indonesia is a maritime country with the longest coastline in the world (Bulelengkab, 2018). Fishing tourism activities in Indonesia can be found in various places. Fishing tourism activities can be

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carried out in fishing ponds, on the beach, and even in the middle of the sea using boats and charts. Unfortunately, fishing tourism activities in Indonesia are rarely seen as marine-themed tourism activities, thus research on fishing tourism activities is rarely discussed (Setyawan et al., 2020).

Pangandaran is a renowned tourist hotspot in Indonesia, particularly in the region of West Java. The growth of tourism in Pangandaran has increased rapidly since gaining autonomy in 2012 (Fauzi et al., 2019). The ongoing development of tourism in Pangandaran continues at present. Pangandaran has diversified its tourism offerings by developing numerous forms of nature-based activities, including marine, river, and mountain tourism. Rahma (2018) investigates the level of satisfaction among tourists for different activities in Pangandaran, as depicted in the table provided.

**Table 1. Quality of Tourist Activities**

No.	Activity	Safety	Facility
1.	Swimming	Good	Good
2.	Horse Riding	Quite Good	Bad
3.	Cycling	Quite Good	Quite Good
4.	Sunset Hunting	Quite Good	Quite Good
5.	Mini Cross	Good	Bad
6.	Sightseeing	Quite Good	Quite Good

Source: Rahma (2018)

Based on the provided table, several activities have already been developed, while others are still in progress. Nevertheless, several activities have not been incorporated into the aforementioned list. Furthermore, Pangandaran possesses a diverse range of natural resources and benefits from skilled people resources in advancing its tourism sector. However, the marine tourism activities currently available in Pangandaran primarily consist of typical beach activities, including sunbathing, water play, swimming, snorkelling, and surfing at various locations.

Regarding the diversity of marine tourism activities, Pangandaran has not optimised the existing potential. One that has not been developed is fishing tourism. Not many fishing tourism activities are carried out properly in Pangandaran. On the other hand, Pangandaran has excellent potential to develop fishing tourism—the availability of various resources, such as rivers and beaches, is evidence of that. Surf fishing is an attention-grabbing hobby, according to Budisetyorini, (2022) surf fishing is a form of fishing that takes place on land when individuals stand on the coastline or wade into the surf zone. Surf fishing might be an alternative to marine tourism activities in Pangandaran due to its extensive coastline and ample surf area. Moreover, when it comes to the development of fishing tourism, particularly surf fishing tourism activities, there are certain necessary prerequisites.

Considering those fact, therefore, this study investigates the technical aspects of surf fishing as a recreational pursuit for visitors, in contrast to previous research that focuses on general tourist activities or views fishing solely as a hobby. Furthermore, this study aims to address the question of strategies for fostering surf fishing in Pangandaran while also investigating the potential of Pangandaran as a tourist hotspot and evaluating the feasibility of surf fishing as a supplementary tourism endeavor. In addition, this study aims to promote surf fishing as an alternative recreational activity in Pangandaran.

## **B. LITERATURE REVIEW**

### **Fishing Tourism**

Mar'atussoliha (2021) states that although many types of tourism are differentiated according to the motive and purpose of the trip, the types of tourism can also be distinguished based

on the place. In particular, nature-based tourism presents a beautiful panorama by utilising the potential of natural resources and the environment. There are two types of nature tourism which are marine or maritime tourism and nature reserve tourism. Maritime tourism is a tourism activity that is always associated with water. Such as water sports, fishing, sailing, and others. Nature reserve or conservation park tourism, is a biological tour to enjoy natural beauty such as trees and plants and animals in particular habitats. For example, nature reserves and protected forests.

Related to the marine tourism, many studies discuss landscape types and species, rainforests, coral reefs and marine (Hall & Boyd 2005), however only few studies discuss in-depth the topic of fishing tourism (Borch et al., 2007). The history of the development of fishing tourism is closely related to recreational fishing activities. At first, fishing was one of the activities that people chose on vacation. In the development of fishing tourism in the modern era, the most significant influence in defining the terminology is the British Empire, which created a fishing game arena worldwide and attracted many newcomers to participate in these activities (Lovelock, 2008).

Tsafoutis and Metaxas (2021) in their studies identify several differences of opinion in defining fishing tourism. They explained three main branches in the study of fishing activities: the fishing industry, professional fishing, and recreational fishing. With the rise of tourism after the COVID-19 pandemic, which greatly affected the economic, social, and environmental sectors, several researchers began exploring the potential for recreational fishing studies. Moreover, the definition of recreational fishing comes from the behaviour of fishermen and fishing techniques. Although several researchers have researched recreational fishing, few researchers have discussed it in tourism (Sandelowski, 2010; Setyawan et al., 2020; Tsafoutis & Metaxas, 2021). In addition, other researchers only focus on the behaviour of tourists while performing fishing or exploring the benefit of developing fishing as a tourist activity (Ditton et al., 2002).

Recreational fishing, also called Leisure Angling, recreational fishing, or Sportfishing, is one of the tourism activities included in ecotourism activities. According Pawson et al. (2007), the difference between fishing tourism and fishing activities is that fishing tourism is carried out not for commercial purposes but to fulfil the inner satisfaction of tourists. Tourists who do sport fishing will generally release their catch back into the wild (catch and release) or consume it for themselves without obtaining financial benefits (Setyawan et al., 2020).

Bauer and Herr (2004) explains that fishing tourism is a tourism activity with recreational fishing activities. On the other hand, MacCannell (1989) states that fishing tourism is a recreational activity in which people move from their homes to different places and stay overnight to do fishing activities and get services like a tourist. Furthermore, Kemenkomarves (2021) defines fishing tourism as a recreational activity, not for earning a living or profit. In this study we used definition from Tsafoutis & Metaxas (2021) terminology of fishing tourism to answers two questions, namely what activities will be carried out and where will these activities be done.

### **Surf Fishing Experience and Technic**

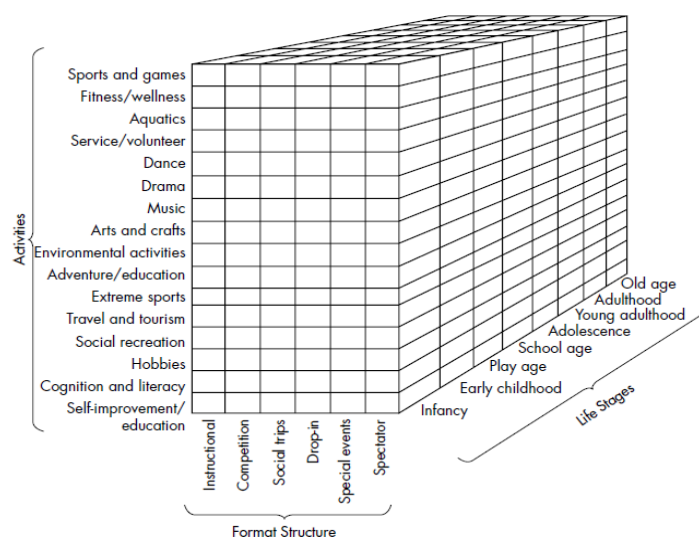
Walking on the beach and enjoying the scenery is one of the attractions of beach fishing activities. One of the methods is surf fishing, it is a simple method, but learning to read the water, the timing of the waves, and the right gear can be challenging (Pennfishing.com, n.d). Surf fishing is land-based game fishing while standing on the shoreline or wading into the surf zone. A general term, surf fishing may or may not include casting a lure or bait and refers to all types of shore fishing – from sandy and rocky beaches, rock jetties, or even fishing piers.

The terms surfcasting or beach casting refer more specifically to surf fishing from the beach by casting into the surf at or near the shoreline. With few exceptions, surf fishing is done in saltwater. The most common misconception about surf fishing is that one must cast as far out as possible to reach the fish. Frechtling (2010) add that a surfcaster only needs to get the bait into knee-deep water at beaches on the West Coast of the United States and most beaches worldwide. This is referred to as surf fishing or the skinny water.

Furthermore, Fishmaster (2019) explain that surf fishing is a fishing method that is easy to learn, changes in tactics in the surf casting method depend on several factors, such as location, season, waves, weather conditions, and the type of fish being targeted. For beginner surf fishing, the first thing that is important to know is the soft casting technique. Surfcasting is not much different from casting in general, but with the main focus on distance and accuracy to land the bait in the surf. One of the tricks in surf casting is learning the specific speed and strength required according to the desired distance and accuracy.

Surfcasting is a casting technique which separates the surf caster from the ordinary shore, pier, or boat fisherman. Extremely long rods are frequently employed to extend the length of the cast, while specialized, two-handed casting techniques are used to cast the lure or bait the added distances required in many cases to reach inshore feeding fish. Andriana (2022) added the difference between surf casting and regular casting is the length of the cast used. Longer overhead casts are needed to reach fish hiding between troughs and sandbars. In this cast, the entire body, rather than just the arms, is utilized to deliver the cast (Yu et al. 2010) In addition to standard two-handed casts, veteran surf casters may also resort to the pendulum cast (derived from tournament casting contests) to achieve added distance – in some cases exceeding 700 feet.

### Beach Activity Development

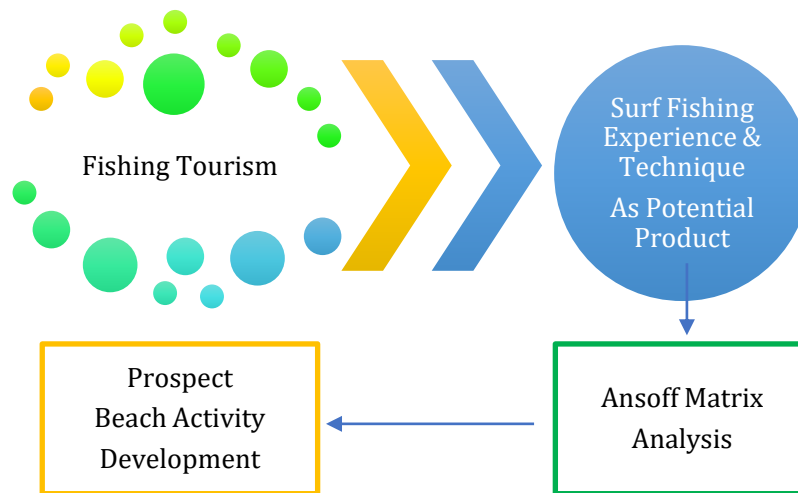


**Figure 1. Recreation Programming Cube**  
 Source: Mill (2008)

Beach tours generally consist of sunbathing, swimming, sand playing, or snorkeling. Over time, some new activities emerge or develop from those already common activities. The development of recreational activities on the coast is no different from the development of recreational activities in mountains, rivers, or other settings. One of the concepts of recreational activity development proposed by Mill (2008) which can be seen in Figure 1. It explains the recreation programming cube, where three axes can be mixed and matched between the type of activity, the activity format, and the life stages of target audience (based on age). For example, beach sand play activities are generally carried out by children to teenagers with a free activity format without instructions (drop-in). In its development, beach sand play activities can be modified by changing the audience or participants into teenagers and adults. Furthermore, the activity format was changed from the previous drop-in to a competition format, where participants were asked to craft beach sand with a particular theme, and the best one became the winner of the competition.

## Research Framework

Refer to the existing potential surf fishing tourism prospect in Pangandaran Beach tourism destination based on the literature review above, therefore this research framework can be seen in Figure 2.



**Figure 2. Research Framework**

Source: Researchers own elaboration, 2022

## C. RESEARCH METHOD

This research is a type of explorative research with a qualitative approach. Swedberg (2020) explains that explorative research involves getting something new and interesting from the research topic. Furthermore, conducting explorative research has several risks, one of which is that there is no guarantee that a novelty will be revealed. To obtain this, researchers must wait until they enter a fairly deep research process. This type of explorative research was chosen according to the research objective: finding prospects to develop fishing tourism in Pangandaran. With this aim, this research will look for various relevant leads to fishing tourism.

Furthermore, Sandelowski (2010) revealed that researchers use a qualitative approach. Must perform interpretations to produce "something" from the data obtained. In addition, the qualitative approach should be the method of choice when the study aims to produce a detailed description of a phenomenon. Moreover, Caelli et al. (2003) that the main point of a qualitative approach is that researchers know who is involved, what is involved, and where events occur concerning the phenomena studied. A qualitative approach is used to explore various information regarding the existing condition of Pangandaran and the technical development of fishing tourism, especially surf fishing/casting.

There is also a technique of collecting data through interviews and observations. Interviews were used to obtain data from informants of tourism stakeholders in Pangandaran and surfcasters and also tourists. Furthermore, observations are used to identify various site conditions or other resources in Pangandaran. The analytical technique used in this research is Ansoff Matrix. Using the Ansoff Matrix, the analysis output can be in the form of strategic directions based on the suitability between market and product. This is in accordance with Ansoff, 1960 cited in Joshi 2021, which explains that the Ansoff matrix offers four strategies to support the growth and expansion of an entity by taking into account the risks associated with it. The four strategies including market penetration that can define as the use of existing market with existing products, and indicate relatively low risk and small growth opportunities. The second is market development which is focus on creating new markets with existing products, and indicate high risk investment and business operations. Third is product development, by creating and introducing new products to

the market already exist and Indicate low risk but has large potential growth opportunities. Fourth is diversification by creating new product and new market and indicate high risk with greatest growth potential, moreover it requires large capital and has a high potential for failure in certain cases. By utilizing the Ansoff matrix, this research will produce a tourism product and market-based development strategy in the form of surf fishing activities that match the targeted market.

#### **D. RESULTS AND DISCUSSIONS**

Pangandaran Beach is a tourist attraction in Pangandaran Regency located in the Southeast of West Java, precisely in Pananjung Village, Pangandaran District, West Java Province. Pangandaran Beach is a tourist destination that attracts domestic and foreign tourists (Andryanto, 2021). Several tourist attractions make Pangandaran a favorite destination for many people, including Pangandaran Nature Reserve. Pangandaran Nature Reserve is located on the peninsula and is the boundary between the East Coast of Pangandaran and the West Coast of Pangandaran. This location has various kinds of protected flora and fauna, such as monkeys, langurs, porcupines, deer, bats, and others. This area is suitable for tourists who like natural life.

Green Santirah, is one of the tourist attractions in Pangandaran are numerous and varied. It is a perfect place to do River Tubing. Tourists will be invited to go along the Santirah River with river tubing or body rafting along 1.5 km with a travel time of about 2 hours. The main attraction of Green Santirah is that tourists will walk down a naturally formed cave passage, and not only that, the waterfall also adorns the natural beauty of Green Santirah.

White sand beach, white sand is part of the beauty of the Pangandaran Nature Reserve, which has a stretch of white sand combined with the blue sea. The MV Viking Lagos ship, sunk due to illegal fishing in 2016, became an Instagram able photo location. After being satisfied playing in the water at Pangandaran White Sand Beach, tourists can continue their vacation by visiting the Pangandaran Nature Reserve.

Pangandaran Nature Preserve, provides another sensation when visiting Pangandaran Regency, closely related to marine tourism. In the Pangandaran Nature Reserve, tourists will find several protected endemic animal and plant species, and there are historical traces that we can find. At the same time, the natural beauty stored in the Pangandaran Nature Reserve, including caves, natural beauty that is still very beautiful, and White Sand Beach.

Karang Nini Beach has a vast stretch of beach with coral rocks that adorn it. Its beauty is no less competitive with other beaches in Pangandaran. The specialty of Karang Nini Beach is its location behind a thick forest, clean beach sand and clear seawater. Unfortunately, tourists cannot swim at Karang Nini Beach because the waves are strong. However, tourists can explore the other side of Karang Nini Beach and hunting spots to take pictures.

Green Canyon Pangandaran is a tourist spot in Pangandaran that is already very popular, both as a national and foreign tourist destination. The attraction of Green Canyon Pangandaran is its breathtaking natural panorama, with towering rock cliff decorations and thick trees around the cliffs that give a shady feel. In addition, the natural cave decorations are no less attractive. Besides, tourists can do various exciting tours while on vacation in Green Canyon.

Batu Hiu Beach is located south of Java Island, directly adjacent to the Indian Ocean. Moreover, many calls it the "Tanah Lot" of West Java. The attraction of Batu Hiu Beach is the alley cave that is made like a shark's mouth, which ends with a view of coral rocks that look like sharks. In addition, there is also a green turtle breeding, which is about 15 km to the west.

The main attraction of Madasari Beach is its comfortable and calm natural atmosphere, so it is nice to be used as a camping place. Madasari Beach is a beach in Pangandaran that is still beautiful; the atmosphere is still quiet, which is very suitable for those who want to find peace. The natural panorama presented at Madasari Beach is magnificent, offering three colour gradations

between the blue of the sea, the green of the trees, and the white of the waves.

Travelling at Karapyak Beach is quite complete and suitable for anyone. Several attractions will make tourists feel at home and want to return. Karapyak Beach has a stretch of white sand mixed with coral grains. Many visitors fill their vacation by looking for shells around the beach. In addition to the beautiful beaches around Karapyak Beach, several other tourist attractions are interesting to be used as the next tourist spot.

Batu Karas Beach is a beach suitable for family tourism and playing with children and is one of the favorite surfing spots for beginners. The waves at Batu Karas Beach are not too big, and the beach sand area is extensive, as the best spot to enjoy the charm of the natural beauty of the beach and romantic moments with loved ones.

Based on the several tourist attractions described above, some of them are the choice of tourists in fishing activities. The fishing techniques used at these spots are all different. Some spots rely on the jiggling technique, and others use the popping technique. Based on the interviews, Informant 2 explains that the selection of fishing techniques used is different. The availability of resources in the form of equipment and knowledge from the perpetrators of fishing activities influences the current choices. In addition, four tourist attractions that provide or become an option for fishing activities in the Pangandaran area.

The first attraction is Pangandaran East Coast Area, this spot is the first on the East Coast because there are many excellent spots, including the Bamboo House (Bagang), Batu Layar 1, Batu Layar 2, Karang Pandan, Karang Bolong and many more. To get to the spot, tourists can use the yacht available there, and they can also fish around the coast. A different view has recently been seen in the Pangandaran East Coast tourist area. During the holiday season, the place is crowded with thousands of visitors who love various water arena games, such as banana boats, giant UFOs, parasailing and cruise boats. However, the Pangandaran East Coast area is now a fishing arena when the holiday season ends. One of the anglers (Informant 3), admitted that she enjoys fishing on the East Coast of Pangandaran every afternoon.

"I always fish here daily, and the fish catch is quite a lot. It can make anyone forget until late afternoon. We do not even realize it. Besides me, many other residents also fish on the East Coast of Pangandaran. Indeed, not all residents who come like fishing like professional anglers. Nevertheless, some other residents come just looking for entertainment while refreshing or come to watch the bustle of fishing activities and sit down along the coast".

Moreover, Informant 3 said that if armed with fishing equipment complete with bait, it can make this place a comfortable means of entertainment and recreation, especially in the late afternoon.

"This place is quite popular with residents to relax. Besides the beach is rich with various types of fish, residents also often use this location to watch the sunrise."

Location of Batu Hiu Beach famous with its beautiful natural scenery, this location is also a good fishing location; there are also fish of various types and sizes, large enough to make anglers curious, especially fishing lovers. This place is also a paradise for anglers because, in this location, many rocks are a place for fish to live. Batu Hiu tourism object is one of the tourist sites in Ciliang Village, Parigi District, Pangandaran Regency. In addition to the charming natural scenery, many visitors take advantage of the time at the Batu Hiu for fishing. At the location of the Batu Hiu beach, besides its very strategic nature for fishing, the fish of various types and sizes are pretty large, making anglers more challenged, especially fishing lovers.

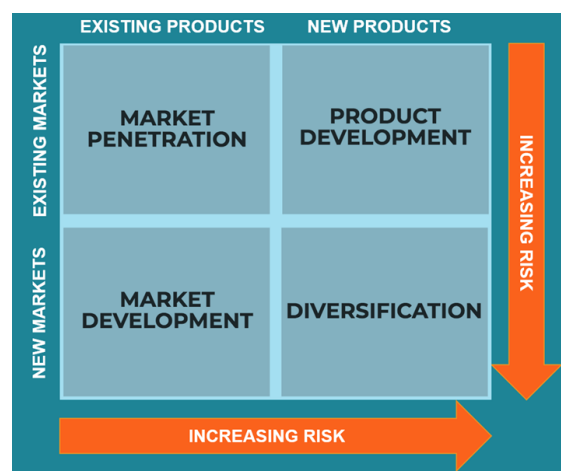
Informant 4, as one of the local leaders, said that the Batu Hiu tourist attraction area is a paradise for visitors who like fishing. The reason is that many coral reefs allow many fish to hide

and breed behind corals in that location. He continued that for anglers who do not bring bait from home, around the location, many people sell fish bait, ranging from worms, shrimp and others.

Location of Karapyak Beach, is the same with fishing spots on Batu Hiu Beach because of the large number of corals home to predatory fish on the beach. Another attraction is Pangandaran Port, or Bojongsalawe Port in Parigi District, Pangandaran Regency, has yet to be fully functional. By residents, the location became a tourist spot. In fact, until now, there has been no sea transportation activity at the Pangandaran Port. None of the ships docked. Furthermore, the area was used as a place to play, even considered a tourist spot. Even though the area is formally closed to the public, the public can still enter the port complex, especially the pier.

A pier at the Port of Bojongsalawe is the main attraction. This concrete construction jutting into the middle of the sea has many benefits—for example, fishing or fishing activities. Most of the time, Bojongsalawe harbour pier is always crowded by fishing mania communities. Fishing on the pier, generally has more strike potential than fishing on the beach. That is why the Bojongsalawe Pier is a favourite spot for anglers. In addition to fishing, Bojongsalawe pier is also visited by many residents to take pictures or enjoy the beach atmosphere from a different side. If tourists usually take pictures from the beach facing the sea, then at the pier, they take pictures from the sea facing the beach. Moreover, tourists can also watch the action of Pangandaran Beach children playing surfboards or surfing from the pier. From this point, watching surfing from the pier is more comfortable because the position is parallel to the location of the surfers while waiting for the waves to arrive. The action of the surfers riding the waves can be seen more closely. One of the informants (Informant 4), said that the construction of a water breaker was needed to support the safety of ships when they docked. This water breaker is needed to withstand the undercurrent of the waves on the pier. This current makes the ship that is anchored sway. After a water breaker installed, the water at the pier is calmer. If there are no water breakers, the safe time to dock is only five months a year.

Based on data from interviews, informants indicated that several fishing spots in Pangandaran would be appropriate and suitable for implementing a product development strategy. There are two main criteria in carrying out the analysis using Ansoff Matrix: market and product. Further, in Figure 3, Ansoff matrix combines market penetration, market development, product development, and diversification, all of which are growth alternatives an organization can use to effectively expand its reach into other markets or expand its product offerings. Each of these strategies comes with a certain level of risk in its implementation that the organization's leaders can assess before using.



**Figure 3. The Ansoff Matrix**  
Source: Cubic, 2018



Product development is the most rational choice based on data that the existing market for fishing activities in Pangandaran still has enormous potential. Furthermore, informant 1 (who came from a fishing enthusiast) explained that fans of this activity feel bored with the offers of fishing tourism activities that already exist in Pangandaran today. In addition, several fishing activities offered by business actors are the same at several different fishing spots. Data from these informants shows that the current market expects offers in the form of new products for fishing tourism activities in Pangandaran.

Apart from being based on market and product criteria, other informants from business actors providing fishing activities also considered the risk aspects of each of the existing strategic options. Based on the analysis using the ansoff matrix, the product development strategy is an option with a lower risk aspect when compared to other strategic choices, such as diversification. Furthermore, the informant explained that the risk of choosing a product development strategy is that the market needs to accept the offer. This risk is considered better when compared to diversification which has to making new product offerings for new markets. In addition, the informant considered that the risk of choosing this strategy could impact the loss of existing markets.

Based on information from informants (2,3,5, and 7), several fishing spots in Pangandaran have the potential to develop new fishing tourism activity products in the form of surf fishing. Furthermore, these informants explained that the East Coast and Batu Hiu fishing spots had current and wave characteristics that matched the needs of surf fishing techniques. In addition, informants 2 and 4 provide an overview of the weather in Pangandaran, which has high enough rainfall suitable for fishing tourism activities using the Surfcasting technique.

On the other hand, with East Beach and Batu Hiu Beach, informants 1, 2, and 7 considered that the fishing spots in Bojongsalawe Harbor needed current and wave characteristics supporting surf casting fishing techniques. The character of strong currents and high waves will make it difficult for fishermen using the surf casting technique to reach areas inhabited by fish. Furthermore, the fishing spots in Bojongsalawe Harbor have now changed management, and the new manager has also issued a policy in the form of limiting activities at the port, making it difficult for some tourists who want to carry out tourism activities there.

## **E. CONCLUSION**

Pangandaran has many natural-based tourist attractions, ranging from beaches and mountains to rivers. Based on the data collection and analysis that has been carried out, it can be concluded that several attractions in Pangandaran have become fishing tourism activity spots. There are three popular fishing activity spots in Pangandaran, namely East Beach, Batu Hiu Beach, and Bojongsalawe Harbor. Furthermore, these fishing spots require a development strategy in the form of product development.

The surf fishing or surf casting technique has the potential to be a good alternative product offering for tourists. The lack of popularity of surf fishing in Indonesia, particularly as a fishing activity for tourists, positions this activity as an opportunity for the growth of fishing tourism in Pangandaran. The presence of lengthy fishing rods and beachfront fishing endeavors will pique the curiosity of other tourists, prompting them to seek further information about these activities.

East Coast and Batu Hiu Beach are two fishing spots that can develop surf fishing. Pangandaran weather conditions, in general, and the current and wave characteristics of the East Coast and Batu Hiu Beach are favorable for fishing activities using surf casting techniques. The next challenge is for business actors or providers of fishing tourism activities to be able to package and offer surf fishing products to tourists, especially those who like fishing, to try these products.

One of the limitations of this research is the need for more local references related to the development of tourism activities in coastal areas. Tourism scholars have mainly discussed the development of coastal areas from a territorial perspective, only a few have discussed activities that can be carried out on the beach, and that is only on the surface, and have not dissected the set-up of these activities until they are worth selling. Apart from the above, another limitation is that only a few tourism scholars discuss the packaging of experiences from tourism activities, especially in coastal areas. Therefore, further research should carry out market segmentation, positioning and targeting study to classified fishing tourism experiences package with more options activities.

This research implies that exploration is needed regarding the development of fishing tourism in Indonesia. Indonesia's geographical conditions, which are dominated by islands, make it a potential for developing fishing tourism. One of the exciting topics to discuss is fishing tourism activities using surf casting or surf fishing techniques. Lovers of fishing activities abroad commonly use this technique, but it has yet to be shared or popularly packaged as an offer for fishing tourism activities in Indonesia.

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