

Study of Beach Tourism Potential in Ambon City

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ABSTRACT: *The tourist attraction of Beach tourism almost dominates Ambon City. The physical condition of Ambon City causes this; Bodies of water and bays, such as the Banda Sea, Ambon Bay, Deep Bay, and Baguala Bay, predominantly encircle it. With the potential of waters and bays and supported by natural conditions that offer natural beauty, the tourism sector has great potential for developing Ambon City. Based on the results of the 2021 Ambon City Tourism Development Master Plan (RIPPAR) study, identifying one of the natural tourism potentials in the Ambon City area, namely Nusaniwe sub-District, as many as 37 Tourist Attractions have the most tourist attractions among other administrative regions in Ambon City, including 14 beaches, more than in other sub-districts in Ambon City (Bappeda R & D, 2023). With the existing potential, it is necessary to study the potential of beach tourism for tourism development integrated with the tourism development concept in Ambon City. This study aims to determine the existing potential of beach tourism and the internal and external potential of beach tourism in Nusaniwe District, Ambon City. The research method uses a descriptive method, using qualitative descriptive research in a factual, systematic, and accurate manner (Sugiyono, 2016). The data collection techniques used are surveys, questionnaires, and documentation. The results of this study show that the existing potential of beach tourism in Nusaniwe District is a beach strategy area in Ambon City, and among them are six beach tourism, including (1) Namalatu Beach; (2) Collin Beach; (3) Ronawiska Beach; (4) Santai Beach; (5) Kolam Blanda Beach and (6). Pintu Kota Beach. Furthermore, the internal and external potential of beach tourism in Nusaniwe District, owned by six potential beach tourists, will be developed as a natural tourism attraction area in Ambon City.*

KEYWORDS – *potential, beach tourism, tourist attraction*

I. INTRODUCTION

Tourism is still a priority sector developed by the government of the Republic of Indonesia because it is considered a locomotive of the nation's economic movement (Elistia, 2020). Tourism is believed to have a multifaceted nature with several stages in the development process and social, cultural, economic, and political challenges related to tourism development. Based on data released by Bank Indonesia in 2022, the tourism sector is in fourth place as the highest foreign exchange contributor to the country's economy, beating other leading sectors such as processed rubber, lignite, and cocoa (Fairuuzet al., 2022).

Ambon City is a city located on a small island that only covers an area of 359.45 km²; where according to the legal definition, a small island is an island with an area smaller or equal to 2,000 km² along with its ecosystem unity with very high coastal resources to be developed. One of the developments of coastal regions and small islands is the development of marine tourism by developing and utilising maritime tourism objects and attractions in the form of coastal biodiversity, sea, and small islands to become a unique attraction in efforts to use and manage them.

Ambon City, as the capital of Maluku province, has potential natural resources to support regional development and improve community welfare, especially in the tourism sector. Ambon City, as a coastal area

located on small islands, of course, has existing conditions with the type of tourism according to the reference of the Ministry of Tourism and Creative Economy, among others: nature tourism, artificial tourism, and cultural tourism. Many tourist attractions can be destinations for local and foreign tourists, including beach tourism, historical places, etc. Beach tourism almost dominates the natural tourist attraction of Ambon City; this is due to the physical condition of Ambon City. Waters and bays surround it, such as the Banda Sea, Ambon Bay, Deep Bay, and Baguala Bay. With the potential of waters and bays and supported by natural conditions that offer natural beauty, Ambon City has great potential to develop in the tourism sector.

Based on the results of the Ambon City Tourism Development Master Plan (RIPPAR) study in 2021, we identified 131 tourist attractions, with details of natural tourism being the most type of Tourist Attractions (73 or 56%), followed by Cultural Historical Tourism Attractions amounting to 36 Tourism Attractions or 27% and Artificial Tourism Attractions at 22 DTW or 17%. The identification results clearly show that most tourist attractions found in Ambon City as a representative of small islands are tourism related to natural resources found in land landscapes, such as forest tourism and agrotourism, as well as those in marine landscapes, such as marine parks, beaches and marine tourism. DTW, the most natural tourism in Ambon City, can be developed into one of the most popular tourist attractions, namely beach tourism objects in Ambon City (RIPPAR, 2022). Thus, one of the natural tourism potentials in the Ambon City area, namely Nusaniwe District, as many as 37 tourist attractions, has the most tourist attractions among other administrative regions in Ambon City, with 23 natural attractions, including 14 beaches, more than in other districts in Ambon City (Bappeda R & D, 2023). With the existing potential, it is necessary to develop integrated tourism in the concept of tourism development in Ambon City.

Based on this, a study of the potential for beach tourism in Nusaniwe District, Ambon City, is needed. The purpose of this study is to find out the existing potential of beach tourism and the internal and external potential in Nusaniwe District, Ambon City.

II. THEORETICAL STUDIES

1. Tourism Potential

Tourism potential is all things that are in the location of tourist attractions and is an attraction that makes people want to visit (Yoeti, 2008). We can interpret tourism potential as something authorities can develop into a tourist destination. It is categorised into three types: natural potential, cultural potential, and human potential.

- 1). Natural potential refers to the region's conditions and types of flora and fauna and regional landscapes, such as beaches and forests (physical space or area). The superiority and uniqueness of nature are developed by considering the surrounding environmental conditions to attract tourists to explore these destinations.
- 2). Cultural potential refers to all creations, tastes, and human charities, both in customs, crafts, arts, and historical relics of ancestors in the form of buildings, monuments, and others.
- 3). Physical potential, such as natural potential, includes geographical conditions, natural conditions, and existing monitoring tourism facilities and infrastructure. Non-physical potential, such as cultural potential, is the potential that grows and develops in Ambon City beach tourism.

2. Tourist Destinations

According to Sunaryo (2013), tourist destinations are different regions or geographical areas within one or more administrative regions with elements: tourist destinations, tourist services, accessibility, community, and tourists, which are interconnected and complement the implementation of tourism activities. Furthermore, according to Gilbert. C.F.J et al. (1998), in Sunaryo (2013: 159), the development of tourist destinations must at least include several main things as follows:

- 1) Attractions based primarily on natural, cultural, or artificial wealth, such as events often called unique attractions.
- 2). Accessibility, which includes transportation systems, namely transportation lines or routes, terminal facilities, and airports.

- 3). Tourism support services include accommodation, restaurants, tourist information centres, and other services.
- 4). Additional services, namely the availability of supporting services used by tourists, such as banks, post offices, hospitals, and others.
- 5). Institutions specifically related to the existence and role of each element in supporting the implementation of tourism activities, including the host community.

According to Sugiama (2014), a place can be developed into a tourist destination, especially if it needs to meet 4 (four) tourism components called 4A, namely Attractions, Accessibility, Amenities, and Ancillary. The quality and variety of each component need to meet adequate criteria so that it can be a component in providing satisfaction to tourists (Sugiama, 2013). In addition, according to Cooper (2005), four elements must be owned by a tourist object: attraction, accessibility, amenity, and ancillary. Attractions are the capital that attracts tourists. There are three, namely 1) Natural Resources (natural), 2) Cultural tourism attractions, and 3) Man-made attractions themselves. Accessibility is the means and infrastructure to become a destination. Road access, the availability of transportation facilities, and clear road signs are essential factors. Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities are related to the availability of accommodation facilities to stay overnight and restaurants or stalls to eat and drink. Other needs tourists need, such as public toilets, rest areas, parking lots, health clinics, and worship facilities, should also be available at a destination. Anxiety relates to the availability of an organisation or the people who take care of the destination. This is important because even though the destination already has good attractions, accessibility, and amenities, it will be neglected in the future if there is no one to manage and take care of it. The organisation of a destination will perform its duties like a company. Managing destinations so that they can provide benefits to related parties such as the government, surrounding communities, tourists, the environment, and other stakeholders (Kozak, 2001).

III. RESEARCH METHODS

This research uses a descriptive method by describing the symptoms, events, and occurrences of this research using qualitative descriptive research factually, systematically, and accurately (Sugiyono, 2016). The data collection techniques used are surveys, questionnaires, and documentation. Field observations were carried out through surveys to determine the condition of beach tourism, which was the object of research. The interview was conducted to obtain information related to the condition of beach tourism objects in Ambon City, namely with several stakeholders, including the internal and external potential of beach tourism to owners, managers, and communities around the beach tourism area.

In addition to conducting surveys, this research also requires supporting data in the form of secondary data obtained from related agencies. It is needed to answer research objectives and has a close relationship with the Technical Office, namely the Ambon City Tourism Office.

IV. RESULTS AND DISCUSSION

4.1 Beach Tourism Overview

Ambon City has 14 beach attractions in Ambon City. In this study, the research location in Nusaniwe District with the number of beach tourism objects as many as tourist objects and attractions is dominant in the high category (RIPPAR, Ambon City 2022). The locations of the beach tourism objects, among others, are Pintu Kota Beach, Blanda Pool, Santai Beach, Ronawiska Beach, Collin Beach, and Namalatu Beach. Based on RIPPAR (2022), beach tourism, which is the location of the study, is a strategic tourism area in the Latuhalat village, one of the country's seven villages in Nusaniwe sub-district. It takes about 30-45 minutes from the centre of Ambon City and the airport. The time travelled is approximately 1 hour using four-wheeled, two-wheeled, and public transportation.

Beach tourism, the research location, has been developed as a tourist destination for a long time, such as Pintu Kota Beach, which the government has used as a tour visit package because the beach is a beautiful Tourist attraction. However, the condition of visitor facilities and infrastructure for tourists has suffered much damage and is not balanced with the entrance price determined to be very high. The location of Nusaniwe sub-

district beach tourism research is seen in Figure 1.

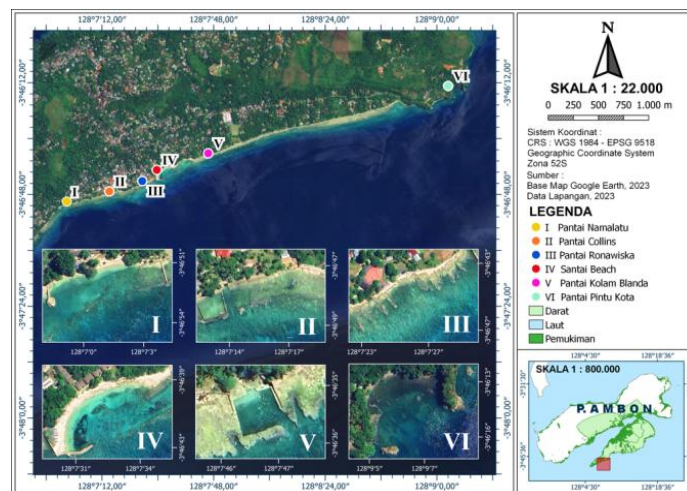


Figure 1. Research Location

4.2 Beach Tourism Potential

- 1. Namalatu Beach;** internal potential: Namalatu Beach tourism has a beach charm that comes from the meaning of its name, namely: "Name, which means Name, and Latu, which means King", so it is considered the king of beaches in the land of Ambon. Namalatu Beach is one of the favourite destinations for tourists to snorkel, picnic, swim, enjoy the sunset view, fish, and take selfies. The main attraction is the view of the rocky beach and the pounding waves. The cleanliness of the surrounding environment and spatial arrangement are well arranged. There are traditional arts in the form of musical instrument performances and dances, but performances at certain times.
External potential: The road quality to Namalatu Beach can be reached by two and 4-wheeled vehicles within 33 minutes to the centre of Ambon City, equipped with directional signs to this beach. There are 3-4 room facilities provided at Namalatu Beach. Facilities that are not yet available at Namalatu Beach are banking facilities / ATMs and Souvenir Shops.
- 2. Collin Beach:** The internal potential of this beach tourism is mainly for its attractiveness, almost the same as Ronawiska Beach, with beautiful coastal scenery and a comfortable environment. Environmental conditions and spatial arrangements around tourism have been well arranged, and development has been carried out. Collin Beach, the beach can be used for swimming, but more tourists enjoy the room facilities provided for staying. In addition, this beach can also be used for wedding receptions, worship, and other activities.
External potential: Access to this beach tour is available and can be reached by two and 4-wheeled vehicles within 33 minutes of the centre of Ambon City. Facilities at Collin Beach are available and adequate, and there are even souvenirs typical of the Maluku Province that can be offered to tourists visiting this location. Room facilities are provided at Collin Beach; there are 24 rooms, and several room types are offered to tourists. In addition, this beach is also available in restaurants that serve various types of food and drinks. Facilities that are not yet available at Collin Beach are directional signs and banking/ATM facilities.
- 3. Ronawiska Beach:** The internal potential of Ronawiska beach tourism is in the Lauhalat sub-district, one of the new beach destinations in Lauhalat. Visitors often use Ronawiska Beach for swimming and hosting various weddings, social gatherings, and worship. Natural environmental conditions with spatial arrangement according to the designation of Outdoor MICE.
External potential: Public transportation access to Ronawiska Beach is available because the road has been paved to ensure smooth access. Facilities at Ronawiska Beach are available and adequately equipped with directional signs to this tourist site. Facilities that are not yet available are in the form of souvenir shops and banking facilities or ATMs.
- 4. Santai Beach:** The internal potential of beach tourism is the same as the city door beach; the attractiveness of

the beach from the white sand substrate and light blue water is very suitable to be a relaxing place for tourists such as sunbathing while enjoying the scenery, playing sand, football sports and others. The environmental conditions around this beach are pretty good but have not been well organised or developed. There has not been a traditional art performance to attract tourists to visit this tour.

External potential: Santai Beach tourism is the same as Blanda Pool Beach. Transportation access is smooth to get to this location, but no directional signs exist. Facilities in the form of inns, restaurants, places to eat, and relaxing places are available, but many of them have suffered damage, requiring repairs to promote the development of beach tourism in the future. Facilities not provided at Santai Beach are souvenir shops and entertainment venues, worship facilities, health facilities, banking/ATM facilities, and sports facilities.

5. Blanda Pool Beach: The internal potential of the Blanda Pond Beach tourist location is in the Latuhalatvillage, Nusaniwesub-district. This beach tourism is in the form of a box located on the beach with a clean and beautiful environment; spatial arrangement can be developed even better by the area of tourism. Besides being a tourist spot, this location usually holds wedding receptions, worship activities, and others. Based on the survey results, this location does not perform traditional art, which can attract tourists to this beach tour.

The external potential of Blanda Pool Beach tourism is that transportation is already asphalt, with easy access to this location with directional signs. At Kolam Blanda Beach, we offer public toilets, clean water, trash cans, Wi-Fi facilities, and accommodation, including five rooms. This location has no food stalls, souvenir shops, entertainment venues, worship facilities, health facilities, and sports facilities.

6. Pintu Kota Beach: The internal potential of this beach is in Air Louw Hamlet, Nusaniwesub-district. At low tide, visitors can reach the base of the City Gate. Tourists can walk on the rocks to the point of the city door. This view is the main attraction in this place. The uniqueness of this beach is that it has views of steep coral cliffs in the form of arches that seem ready to welcome guests and tourists.

Environmental conditions around these beach facilities are available but not well maintained, with conditions so damaged that they are unusable, and the beach is poorly maintained and cleaned. Based on the survey results, this location has no traditional art performances. However, it can serve as an attraction for tourists.

External potential in the form of transportation facilities to the Pintu Kota beach tourist site is public transportation with a distance from the city centre of 45 minutes, while from the airport, it is 120 minutes. The authorities have paved the road to the location, ensuring excellent and smooth access. Directional signs, restaurants or stalls, public toilets, trash cans, and parking facilities exist. Those not yet available in this location are hotels or inns, souvenir shops, worship facilities, health facilities, and sports facilities.

V. CONCLUSION

The existing potential of beach tourism in the Nusaniwe sub-district is a coastal strategy area in Ambon City, with classification into three types, namely natural tourism (beach, nautical, etc.), cultural tourism (historical, religious), and artificial tourism (music, craft, etc.). Beach tourism in Nusaniwe District is a dominant type of tourism compared to cultural tourism and artificial tourism, and tourist attractions are in the high category, including (1) Namalatu Beach, (2) Collin Beach, (3) Ronawiska Beach, (4) Santai Beach; (5) Kolam Blanda Beach and (6). Pintu Kota Beach.

Potential beach tourism owns the internal potential of beach tourism in Nusaniwe District. They plan to develop it into a natural tourism attraction area focusing on sustaining natural resources, maintaining the environment of tourist areas, and ensuring the sustainability of the tourism business.

The external potential is quite potential to be developed. Still, it requires the cooperation of all parties, namely tourism owners, local governments, and the private sector, in providing facilities and infrastructure that are not yet available, repairing damaged facilities, and community participation is needed in supporting beach tourism around their neighbourhood.

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