

## **SUSTAINABLE STRATEGY FOR THE POTENTIAL OF KELAPAN MARINE TOURISM THROUGH THE DEVELOPMENT OF COMPONENT 4A IN BANGKA SELATAN DISTRICT**

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diterima: 15/3/2023; direvisi: 17/3/2023; diterbitkan: 26/3/2023

**Abstract:** This study aims to analyze the 4A component and the 4A component development strategy namely Attraction, Accessibility, Amenity and Supporting Facilities in Kelapan Island marine tourism. Kelapan Island has many potential marine tourism objects and Kelapan Island is part of the Mainstay Tourism Super Priority Area in Bangka Belitung Province. However, the potential for marine tourism on Kelapan Island has not been optimally managed by the local government. Therefore, the condition of the components of marine tourism objects has many obstacles, such as limited infrastructure, lack of promotion, supporting facilities and infrastructure are still very limited. As a result, the tourism sector has not been able to provide a significant effect on regional economic growth. This research method is descriptive qualitative, namely describing facts and in real terms, through data collection techniques observation interviews and research informant documentation using purposive sampling. The results showed that the development of marine tourism on the Eighth Island has not been optimal, there are still many things that need to be developed in each of these components and the need to accelerate the development of facilities and infrastructure in order to meet the needs of tourists visiting

**Keywords:** *Component 4A, Sustainable Marine Tourism Development, Kelapan Island, Key Tourism Area*

### **INTRODUCTION**

Maritime tourism is one sector that supports development in each region, especially through regulations on local government. Given that one of the mainstay and largest sectors in South Bangka Regency and in the Bangka Belitung Islands Province is currently tin mining, it must be realized that utilization of mining natural resources cannot continue to be relied on. Because natural resources, especially mining, will run out at a certain time limit and cannot be renewed in the future, the tourism sector is expected to be an alternative policy for further development.

By looking at the uniqueness and uniqueness of Kelapan Island in South Bangka Regency, available marine tourism potentials such as the beauty of coral reefs and shipwreck sites are the

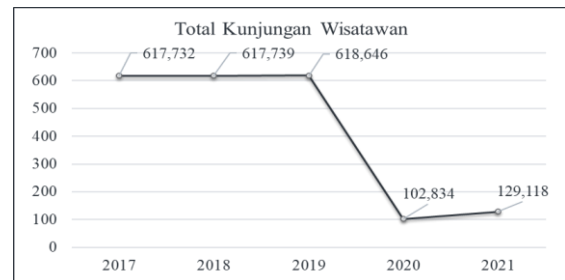
leading spots for marine tourism owned by South Bangka Regency for snorkeling and diving. In addition to its underwater beauty, Kelapan Island also has views of mangrove plants that surround the entire island. By paying attention to the continuation of long-term tourism development, it needs to be developed. However, currently the potential for Kelapan Island Marine Tourism in South Bangka Regency has not been able to provide maximum benefits for the welfare of the community and has not been able to make a positive contribution to regional economic growth and development BPS Kabupaten Bangka Selatan (2021).

With the enactment of the Regional Autonomy Law, each regional government seeks to optimize how potential, assets and resources are owned so that they can contribute to development and economic development in the

Muriany area (2021). To determine the direction of potential development and regional economic development, there is no other choice but to build an economy based on local characteristics and resources. Therefore, South Bangka Regency has enormous potential in the maritime tourism sector. It's just that the potential for marine tourism hasn't been optimally managed by the government, so this sector hasn't been able to make a big contribution to regional economic development and growth.

Based on data from the South Bangka Youth and Sports Tourism Office (2021) in Figure 1. Below regarding tourist visits, in 2017 there were 617,732 visitors, while in 2018 there were 617,739 visitors, then in 2019 the number tourists amounted to 618,646 people, then there was a decrease in tourists in 2020 totaling 102,834 people, this was because the annual Toboali City On Fire (TCOF) event which was usually held in the last 4 years was no longer continued. And the number of tourist visits until the end of 2021 was only 129,118 people, this happened because of the Covid 19 pandemic, various policies were taken by the Government, starting from limiting visiting guests to total closure of tourist destinations. The decline in tourist data for 2020-2021 is not only due to social restriction policies and bans on tourist visits, but also due to several obstacles faced at the Kelapan Island marine tourism object for further development. The obstacles that exist in the Kelapan Island marine tourism location are, such as limited infrastructure, lack of promotion, limited supporting infrastructure and facilities, difficulty of access and transportation to tourist sites.

Figure 1. Total Tourist Visits



Thus seeing the potential it has, it should be a very big opportunity for Kelapan Island to be further developed into a marine tourism attraction and it is hoped that the increasing recognition of marine tourism on Kelapan Island should also be accompanied by an increase in quality tourist attraction. And the elements of tourism that must be owned by a tourist attraction According to Cooper (1993), consist of 4A: attraction, accessibility, amenity, ancillary. The potential for tourist attraction must contain three aspects, Diwangkara, et al (2020) stated, namely: Something To See, Something To Do, Something To Buy. So that marine tourism on Kelapan Island will be able to become an economic driving force for the surrounding community and regions in the tourism sector.

In accordance with the identification results of 4A (attraction, accessibility, amenity, ancillary) on Kelapan Island there are no supporting facilities for snorkeling and diving, so it can be said that it has not been well developed, but if one looks at it directly this island has enormous potential to be developed. In addition to this, there are many internal and external factors and constraints that cause why Kelapan Island marine tourism has not been able to develop properly. Therefore, there is a need for development planning that is right on target and optimally managed to be able to realize further development, so that later it can encourage changes to Kelapan Island both in terms of economic, environmental and social. Therefore,

based on this background, the author wants to study further to analyze the components in the development of marine tourism on Kelapan Island in terms of Attraction, Amenity, Accessibility, and Ancillary Services, as it is hoped that later it will be able to encourage changes to sustainable development in providing satisfaction to tourists visiting the Kelapan Island marine tourism object.

## **LITERATURE REVIEW**

Marine Tourism Concept, Basir D (2018) said that the implementation of marine tourism is successful if it fulfills various components, namely related to environmental sustainability and the potential for natural tourism objects, the welfare of the community around marine tourism objects, the satisfaction of visiting tourists and the integration of the community in the development of these tourist objects.

Marine tourism is a recreational activity whose activities are carried out in the maritime area, which includes coastal areas and surrounding islands (Fatlolona S et al., 2019). Maritime tourism is also not only for entertainment from various attractions and natural presentations of the coastal environment, but it is also hoped that tourists can participate directly in developing environmental conservation as well as a deep understanding of the ins and outs of coastal ecosystems so as to form awareness of how to act to preserve coastal areas. in the present and in the future.

Concept 4A in the Tourism Destination Offer Component, Destinations are closely related to a place or region that has advantages and characteristics, both geographically and culturally. So that it can attract tourists to visit and enjoy it, all products related to travel before, during and after visiting a destination, are products supporting

the tourism industry. These products unite and cannot be separated to create a "satisfying" experience for tourists. If one product makes tourists disappointed, then overall tourists will be disappointed with that destination. Meanwhile, research conducted by Tinnike Coster, Lala M. Kolopaking and Faroby Falatehan (2017) stated that the improvement of tourism infrastructure provides comfort for tourists in meeting the needs of tourists when visiting tourist areas. And to make a superior and sustainable tourist destination.

According to Cooper (2005) in a book entitled *Tourism: Principles and Practice*, before a destination is introduced and sold, it must first examine the four main aspects (4A) that must be possessed, namely (Attraction) is the main product of a destination, which is related to what can be seen (what to see), what can be done (what to do), what can be bought (what to buy) in a tourist destination so that it can become an element of attraction and magnetism for tourist arrivals to tourist sites. The second component, namely (Accessibility) is the means and infrastructure to get to tourist destinations. Road access and the availability of good transportation facilities are capital or important aspects for a tourist destination. There are so many areas in Indonesia that have natural and cultural beauty worthy of being sold to tourists, but do not have good accessibility, so that when they were introduced and sold, not many tourists were interested in visiting them. The third component, namely (Amenities) is a component such as supporting facilities that can meet the needs and desires of tourists while in the destination. And the last component, namely (Ancillary) Additional services must be provided by the Regional Government from a tourist destination both for tourists and for tourism actors. Services provided include marketing and physical development.

Ancillaries are also things that support tourism, such as management agencies, Tourist Information, Travel Agents and stakeholders who play a role in tourism.

A sustainable tourism development strategy, according to The World Conservation Union (WCU) in Wijaya (2019) is the process of developing a place or area without reducing the use value of existing resources. In general, this can be achieved by monitoring and maintaining existing resources so that they can be enjoyed in the future. Long-lasting tourism development connects tourists as sponsors of funds for tourism facilities with environmental preservation. According to the World Commission on Environment and Development in Kurniatini (2021) the concept of sustainable tourism is part of sustainable development that pays attention to current needs by considering the needs life of future generations in the future. A further meaning, in development, should not spend or drain tourism resources for the short term, but must pay attention to the continuation of long-term tourism development in the future. Tourism Stream, an action strategy taken from the Globe'90 conference Vancouver, Canada J. Swarbrooke (1998) states that, sustainable tourism is defined as a form of economic development designed to improve the quality of life of the surrounding community, providing an image that positive for tourists, maintenance of environmental quality that depends on the surrounding community and the tourists themselves. Based on the explanation above, it can be concluded that carrying capacity is the key to sustainable tourism development. This concept refers to the maximum use of a tourist attraction without causing damage to existing resources, which can reduce tourist satisfaction or increase

social and economic problems for the surrounding community.

## METHOD

The research was conducted on Kelapan Island, which is in Lepar Pongok District, South Bangka Regency in November-December 2022. This research used a qualitative descriptive method. Descriptive analysis is used to determine the potential development of marine tourism in terms of 4A (Attraction, Amenity, Accessibility, Ancillary Services) on Kelapan Island, South Bangka Regency. Descriptive analysis itself is interpreted as a problem-solving process that is investigated by analyzing the current state of the subject and research object based on the facts that appear or how it is Sugiyono (2010). The type of data used is primary data from interviews with questionnaires and secondary data. Primary data was obtained from each stakeholder representative or agency as much as 1 (one) interview respondent in the study consisting of, South Bangka Youth and Sports Tourism and Sports Agency, BAPPEDA, District Government, Village Government, Tourism Business Actors, Non-Governmental Organizations (NGOs), and tourists. While the number of respondents for tourists is 30 people, the number of respondent data is based on data on the number of tourists for 2021 obtained from the South Bangka Youth Tourism and Sports Office, which totals 129,118 people. Because according to Barley in Mahmud (2011) which states that for research that uses statistical data analysis, the minimum sample size is 30. This research uses structured in-depth interviews with selected informants Purposive Sampling to informants who are considered experts. According to Miles & Huberman (1992) interview observation technique and analysis documentation consisted of three

activities, namely data reduction, data presentation, and conclusion drawing.

## RESULT AND DISCUSSION

Kelapan Island has a lot of potential natural tourism objects and interesting marine tourism because of its natural condition in the form of islands and the shape of its sloping beach, which adds to the beauty of its beach panorama. Apart from that, the natural and underwater beauty is a leading spot in the form of coral reefs and shipwreck sites, mangrove plants, as well as a large variety of fish, with many species and marine habitats which are the main attraction for tourists visiting Kelapan Island. With this potential Kelapan Island must be able to meet the needs of tourists, thus the main value of the destination's attractiveness is from the destination's attributes such as facilities and services to meet the needs of tourists. Based on the data obtained at the Kelapan Island Marine Tourism Object with the problems listed in the research focus to analyze the 4A tourism component and analyze the 4A tourism component development strategy.

In this study the researchers divided the attractions of this tourist attraction into 3 components, namely Destinations for the beauty and uniqueness of Marine Tourism (Coral Reefs, Shipwreck Sites, Mangrove Tourism, Grassland Platforms, Natural Scenery); Local community culture; and special culinary.

The problem that occurs in the context of the development of Kelapan Island marine tourism is the lack of role or participation of the local government in developing Kelapan Island marine tourism, even though the local community is very enthusiastic about managing it in developing Kelapan Island marine tourism. The local government should be able to establish cooperation with the private sector to

jointly develop the potential for marine tourism on Kelapan Island. This can be seen from the results of observations in the field in the fact that until now there has not been a significant increase in the development process for the Kelapan Island marine tourism object.

According to the results of researchers' observations and interviews with the Head of Kumbung Village and Kelapan Island Hamlet, the number of inns/homestays on Kelapan Island was 3 with the same facilities and capacities. The number of inns/homestays depends on the requests of tourists, usually local people have prepared their private homes to be used as homestays for tourists. The capacity ranges from accommodating up to 15 people for one homestay with prices ranging from Rp. 100,000-Rp.150,000/person per day, this price is also included with the food/drink package, tourists can also choose the number of meal packages per day and the available food menu, usually the price for the food/drink package is around Rp. 80,000-150,000. While the facilities in the homestay include television, fans, bathrooms, and meals.

However, from the various existing facilities on Kelapan Island, there are no souvenir shops and souvenir shops specifically for South Bangka Regency. So every time there are tourists who will come, the Pokdarwis chairman will inform the residents first to prepare their homes to sell souvenirs/souvenirs of typical food. Because customer/tourist satisfaction can be determined from a person's overall feelings and attitudes towards an item that has been purchased (Indrajaya, 2019). Therefore, Kelapan Island marine tourism must also prioritize how tourists' feelings of satisfaction are achieved, one of which is by making improvements at least in tourism amenities. In the future, it is hoped that the amenity development that will be carried out on Kelapan Island is to build a

shop for souvenirs of special food as well as a cafe in which the concept of the store will be like a food court which sells food from SMEs of the local community and is also equipped with a souvenir shop. The place is already available, namely in the vacant land around the homestay while at the same time seeing the view of the Kelapan Island pier/beach.

Means of transportation is a very important element in supporting the progress of development in an area, in addition to facilitating the flow of economic activity and facilitating population mobility between tourism areas. According to Sugama (2011) accessibility is the intensity level of a tourist destination or destination accessible to tourists. The results of field observations show that transportation facilities are divided into three types, namely land transportation, sea transportation, and air transportation. The types of transportation available to reach Kelapan Island are land transportation and sea transportation. Air transportation facilities are located in Pangkalpinang (the capital city of the Bangka Belitung Islands Province) which is the main entrance for visitors from outside the Bangka Island area to get to Kelapan Island, besides that you can also use sea transportation from Belitung Island which is the second entrance to go to Kelapan Island. to Kelapan Island.

Accessibility to Kelapan Island can be reached by traveling by boat from Sadai Harbor or from the surrounding islands. The following is an explanation of the routes and prices for transportation to Kelapan Island: (1) Access to Kelapan Island can use a speed boat, departures usually start every day at 08.00-18.00 WIB, and cost Rp. 20,000/person; transportation using traditional wooden boats with the same departure time, more or less a fee of Rp.

40,000-50,000/person; while using Fast Boat transportation at a cost of Rp. 100,000-150,000/person. (2) Access to Kelapan Island can be divided into 3 routes, the first using the Harbor route (Sadai - Penutuk Village - Kumbung Village - Kelapan Island). Transportation costs to the tourist sites of Rp. 80,000/person and takes around 50-60 minutes. (3) The fastest access to Kelapan Island is by using the second route, with the access route from Sadai Harbor directly to the Kelapan Island tourist location. With transportation of IDR 500,000/speed boat or by fast boat with a load of 5-6 people, it takes about 40 minutes. (4) Meanwhile, access to Kelapan Island is using the third route, namely from Belitung Island directly to Kelapan Island. With transportation costs of around Rp. 500,000/person by Traditional Wooden Ship and travel time of approximately 4 hours.

Kelapan Island also has additional services to support the comfort of tourists apart from the public facilities offered. Kelapan Island additional services consist of services for security, the availability of telecommunication networks although limited to certain operators and the Tourist Information Center (TIC), but the Tourist Information Center services are not yet available in Kelapan Island tourist locations and the current location is only in Toboali Office Center Wisma Samudera/South Bangka Regency Tourism Office. However, there is still much that needs to be developed in the ancillary service component on Kelapan Island in the future, including increasing the number of certified tour guides, improving the quality of Pokdarwis human resources, and also the need for collaboration, especially with investors/private parties in developing Kelapan Island marine tourism. Because according to Wahyuni, et al (2020) to improve the quality of service to tourists, namely by holding regular training

activities for managers and the community.

## CONCLUSIONS

The results of this study can be concluded that the components of tourist destinations in the Kelapan Island marine tourism object still have many shortcomings in the Attractions component, therefore it is very necessary to develop them to meet the tourist attraction needs of visiting tourists by using strategies to increase the role of the community and community groups in management of marine tourism based on (Community Based Development) and encourage the development of types and thematic tour packages. For the amenity component there are still many needs that have not been provided, there is a need for a strategy of cooperation with the private sector for the development of Kelapan Island marine tourism. The accessibility component is quite adequate for local tourists, but for tourists outside the area accessibility to tourist objects really requires time and a considerable distance. Due to the unavailability of air transportation around the Kelapan Island marine tourism object, a strategy is needed to build and improve the quality and service of tourism facilities, supporting facilities and infrastructure in the area according to tourist needs. And the additional service components are still limited from the HR aspect of tourist guides. The strategy that can be carried out is to improve the quality of human resources managing tourism, especially marine tourism so that they can carry out effective and optimal planning, management and supervision.

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