

ARTIKEL ILMIAH

PENGEMBANGAN PANTAI KASTELA SEBAGAI

DAYA TARIK WISATA ALAM DI KOTA TERNATE PROVINSI

MALUKU UTARA

PADA MASA ADAPTASI KEBIASAAN BARU

Diajukan Oleh:

Ane Septyani

173504

ABSTRACT

Kastela Beach is located on Ternate Island, Ternate City. Kastela Tourism Object is the best spot to enjoy the sunset. Trees that are very shady, calm, and beautiful are the main attraction for people who want to get rid of fatigue. Near Kastela Beach, there is a historical building, namely Fort Kastela or Fort Gamlamo. The local community also often calls Kastela beach the name GamLamo Beach which means Big Village. The castle and the beach of Kastela are an inseparable unit.

This research is a qualitative research. The author collects data through observation, interview techniques, literature study and documentation. Then it will be analyzed with a SWOT analysis. The results of this research will be presented in the form of a report.

The purpose of this research is to determine the condition of tourism there and to find out how the role of the community and government in developing Kastela Beach Tourism Object, so as to find the right tourism development strategy for Kastela Beach Tourism Object. The author found the results of research on Kastela Beach Tourism Object, the accessibility to and at Kastela Tourism Object itself is good. For facilities, Kastela Beach Tourism Object is less supportive and in the current New Habit Adaptation, Kastela Beach is not in accordance with the health protocol recommended by the government

Keywords: Kastela Beach Tourism Object, Tourism Development, Covid-19.