

CHAPTER I

INRODUCTION

A. Background

Tourism is a strategic asset to encourage the development of a region that has tourism potential. The development of tourism sector in a country will attract other sectors to develop as well because its products is needed to support tourism sector. Indonesia has a wide range of tourism potential, both natural and cultural attractions. It has various tribes, customs and culture because the geographical position of Indonesia as a tropical country and the archipelago to produce various kinds of natural beauty and animals that became tourist destinations. It has potential as a tourism asset in an effort to improve the standard of living and welfare of the country.

Development of tourism optimally will be able to increase economic growth; therefore, good handling is necessary in the development of tourism objects in Indonesia. One of the natural attractions developed in Indonesia is marine and coastal attractions. For regions in Indonesia especially those with beaches, the development of coastal tourism is a promising challenge, in fact that tourism is capable of highly contributing sector to the regional economy. Coastal communities as actors and goals of coastal and marine areas development should get benefits most from the development activities. The development of coastal areas for tourism activities should be done with the diversification efforts and provide employment opportunities for coastal communities besides the fisheries industry.

Just like in Maluku that has huge tourism potential and offers various interesting natural attractions to visit, especially marine tourism. Maluku is one of the islands with the largest sea in Indonesia. Maluku is an archipelago cluster, is located in the eastern part of Indonesia. Maluku is been blessed with a beautiful and rich nature of its results, with more than 1200 islands, as well as a multicultural socio-cultural system. All of these sectors, promising an expensive bargaining power for the advancement of tourism in Maluku.

The province consists of 1,027 large and small islands, so it is known as the 'Thousand Islands', with Ambon as its capital. Based on the inventory of Culture and Tourism Office of Maluku Province (2011), there are 302 tourism potentials consist of historical tourism potential (20%), cultural tourism potential (15.2%), natural tourism potential (28%), marine tourism potential (36.6%), and artificial tourism potential (1.8%). This proves that the most selling tourist attraction is marine tourism potential. Marine tourism objects are spreading throughout Maluku: beaches, marine parks and small islands with the charm of marine life, the diversity of coral reef and fish species, crystal blue waters, and white sand.

One of the coastal attractions that have the potential to develop into a coastal and marine tourism object in Ambon, Maluku is Liang Beach. The beach actually named Hunimua beach, it is located in Liang Village, Salahutu District, Central Maluku Regency, Maluku Province. This beach was once crown by *UNDP-PBB* (UN) as the most beautiful beach in Indonesia in 1990 and has always been the target of foreign investors. Liang Beach offers

beautiful scenery with sparkling white sand when exposed to the sun, as if to be the entrance to the beauty of the blue sea gradation. Visitors can do various activities such as swimming, boat trips, snorkeling and diving because the waves quite calm.

The problem that occurred is the development of Liang Beach not yet optimal. Lack of facilities and infrastructure such as access roads in the location is not good, there is no public transportation to get there, and lack of supporting tourist attractions, there is no nearest place to stay, supporting facilities for recreational facilities, and less maintained public facilities. Development strategy of Liang Beach has not being implement properly, where the role of government is more dominant than the local community so that the level of community welfare has not been reached and Liang Beach is not quite ready to become the coastal and marine tourism object in Ambon.

The utilization of natural resource wealth will be more sustainable if the management principles put forward the principles: a. maintaining the authenticity of the environment and culture; b. maintain community existence and support in a sustainable manner; and c. have the ability to manage Tourism Objects (Damiasih, 2014:21) *Volume 8 Nomor 1 Januari 2014*.

The main reason for the development of tourism in a tourist destination either locally, regionally or nationally in a country is closely related to the economic development of the region or country. In other words, the development of tourism in a tourist destination will always be taken into account with benefits for the people. We realize that when tourism

destinations develop well, it will naturally have a positive impact on the area, as it can create enough jobs for the local people.

Directly with the construction of tourism facilities and infrastructure in the area, the workforce will be much needed by projects such as: road construction to tourist attractions, bridges, power plants, water supply, recreational development, tourist transportation, terminals and airports, hotels, restaurants, travel agencies, boutiques, shopping malls, souvenir shops, art galleries and other entertainment. Even more, with the large number of tourists visiting the area, indirectly there will be a new demand for agriculture, livestock, plantations, home furnishings, small crafts and education to serve the arriving tourists. (Yoeti, 2016: 77).

It is required a well-planned and up-to-date development strategy to make Liang Beach become a better coastal and marine tourism object in Ambon. According to Randhies Boy Perdana (2013:38) with link <http://ejournal.stipram.net//>, Tourism needs to be developed maximally, which in its development requires many aspects of tourism support itself and the support of various parties in the development and utilization. Therefore, there must be further action on the strategy development plan that can be applied to the management of Liang Beach.

B. Quest Problem

1. What are the potentials of Liang Beach?
2. What is the role of government on Liang Beach as a coastal and marine tourism object in Ambon?

3. How is the potential development strategy that can be applied to manage Liang Beach as a coastal and marine tourism object in Ambon?

C. Problem Limitation

Based on the background of the problem and the quest problem, this research focuses on potential of Liang Beach, role of government on the development of Liang Beach, and a development strategy that can be apply to manage Liang Beach as a coastal and marine tourism object in Ambon, Maluku.

D. Aim and Objectivities

Based on the quest problems that have been made, the purpose of this study as follows:

1. To know potentials of Liang Beach.
2. To know the role of government of Liang Beach as a coastal and marine tourism object in Ambon.
3. To find out development strategy that can be applied to manage Liang Beach as a coastal and marine tourism object in Ambon.

E. Research Benefits

With this research is expected to provide benefits for:

1. For Writer
 - a. Add insight and knowledge to writer about potentials and development along with the issues of Liang Beach.
 - b. The writer had the opportunity to apply the theory during lectures in writing this proposal.

- c. Know how to manage a marine tourism potential and how to apply a strategy to develop it.
2. For STIPRAM
 - a. Able to provide knowledge and as a reference of tourism scientific literature, especially for students.
 - b. As a contribution of ideas in the development of science in tourism field on tourism potential development strategy.
3. For Visitors
 - a. Know the potential of Liang Beach
 - b. As a reference of information about Liang Beach
4. For the Office of Culture and Tourism of Ambon, Maluku Province
 - a. As an idea or recommendation for marine tourism development strategy.
 - b. It is expected that there will be a more directional management system change and more suitable to further increase tourist visits.
5. For Local Communities
 - a. It is expected to provide information about the development of Liang Beach as a coastal and marine tourism object in Ambon so local communities want to participate in order to achieve the improvement of the welfare of the community through tourism activities.
 - b. Local people can understand tourism and the development model so they can be good hosts for tourists.

6. For managers of Liang Beach

- a. Managers are expected to understand the development strategy of Liang Beach potential, so it can be managed well.
- b. It is expected that managers pay more attention of facilities maintenance, taking good care of the beach and promotion can be done well.