

## **BAB IV**

### **CLOSING**

#### A. Conclusion

From the results of the data obtained that Liang beach offers beautiful scenery and various marine activities such as swimming, boat trip, snorkeling, and diving as its potential, which is why it needs development strategy that can be apply to the management of Liang Beach so that its development as a coastal and marine tourism object can be done optimally.

In this case the authors focus on results from tourists and managers which are collected by observation, interview and documentation as data collection technique. Also with internal and external environmental factor analysis continue with SWOT matrix.

Liang beach is managed by government tourism office (*Dinas Pariwisata Provinsi Maluku*) with help from local people. Most of food stalls in Liang beach are belong to local people who live near the beach, and some of them also take a good care of the beach. There is also a community called *POKDARWIS* or *Kelompok Sadar Wisata* that work together with government tourism office. Unfortunately, *POKDARWIS* in Liang beach is barely active.

According to the results of observations and interviews that have been conducted, relationship between human resources that play role in Liang beach is quite good because local people who works there seems to work quiet well with government tourism officer. However, it would be even better if *POKDARWIS* played a more active role in supporting tourism activities on the Liang beach.

By using internal factor analysis, external factor analysis and SWOT analysis, it conclude a strategy that can be done in Liang beach as coastal and marine tourism object in Ambon, Maluku is by using Strength - Opportunities (S-O) which is based on Strength and Opportunities.

#### B. Suggestion

Based on the above conclusions, the authors can provide suggestions as follows:

- 1) Tourists who visit Liang beach cover all circles, both domestic and foreign tourists, so the access to get there needs to be facilitated by adding more public transportation.
- 2) The development of facilities, adding recreational facilities, maintaining public facilities, and adding new tourist attractions need to be done because the target market for Liang Beach includes all circles, both domestic and foreign.
- 3) Build lodging or empower people to make homestays so that local communities are also involved in tourism activities. Besides build lodging, they can also organize festivals and events according to their culture. With community participation, it can encourage people to learn more about tourism.
- 4) There needs to be a firmer policy so that *POKDARWIS* wants to play a more active role in developing Liang Beach.