

**LEVEL OF ATTRACTIVENESS OF BEACH TOURISM OBJECT IN
SIJUK DISTRICT, BELITUNG REGENCY, INDONESIA**

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—Abstract —

According to the Tourism Development Master Plan of Belitung Regency (RIPPARKAB, 2009-2019), Belitung Regency is an archipelago region with regional tourism resources consisting of natural tourism attraction, culture and special interest potential to be developed into Tourism Industry. Sijuk district is one of the districts in Belitung Regency which become Tourism Destination Region (TDR) which has a popular and interesting tourist attraction to visit. Some of the areas that become the main attraction of marine tourism are the Tanjung Binga, Tanjung Kelayang, and Tanjung Tinggi. This research is aimed to know the level of coastal tourist attraction (Case Study of Tanjung Binga Beach, Tanjung Kelayang Beach, and Tanjung Tinggi Beach). The research method used scoring of primary and secondary data collection to determine the level of coastal tourist attraction in Sijuk district based on attraction variable, facilities and accessibility. The research results stated that Tanjung Kelayang Beach has 6508 tourist attraction, Tanjung Tinggi 6202 and Tanjung Binga Beach 5097. The

conclusion is that Tanjung Tinggi Beach has the highest tourist attraction value and Tanjung Binga beach has the lowest attraction value.

Key Words: *Attractions, Accessibility, Facilities, Level of Attraction, and Beach Tourism*

1. INTRODUCTION

1.1. Background

Indonesia is an archipelago country that have more water area than land area. There are about 13 large islands and 13,466 small islands around its territory (BIG, 2012). This is caused Indonesia have many beautiful and unique beaches. Therefore, there are many beach tourisms that present beautiful natural scenery, underwater scenery and unique beach that can spoil the eyes of the tourists (Sugiono, 2013 in Firdaus et al, 2015).

One of the currently developing beach attractions tourism that can be found is in Belitung Regency. According to the Tourism Development Master Plan of Belitung Regency (RIPPARKAB, 2009-2019), Belitung Regency is an archipelago area with tourism resources that consist of natural, cultural and special interest tourism potential to be developed into Tourism Industry. Belitung Regency is divided into 5 districts named Tanjung Pandan district, Sijuk district, Badau district, Membalong district and Selat Nasik district (BPS, Sijuk in Numerical 2014).

Sijuk district is a Tourist Destination Area (TDA) which has many popular tourist attraction that interest to visit. Sijuk district is planned as a tourism area that has been established by the local government as a center of coastal tourism area. There are diving, snorkeling, touring small islands, religious tourism, and so forth. The beaches of this region are known to have beautiful scenery with white sand, beautiful underwater scenery and various rock formations along the coastal shores.

Some of the areas that become the main attraction of beach tourism in Sijuk district are Tanjung Binga beach, Tanjung Kelayang beach, and Tanjung Tinggi beach. In the direction of RTRW Belitung Regency (Perda No.18 / 2005),

for the Area of Tanjung Kelayang as a coastal tourism area located in District Sijuk. Geographically, Sijuk District has a strategic location for region development coastal tourism. Sijuk District has beautiful scenery such as beaches and underwater view, but it is also a potential area for the development of coastal tourism. Many beach in this region are known to have beautiful scenery with white sand and various granite formations of rocks along the coastal. Also there are several islands that became tourist destinations by the people around and tourists (RIPPARKAB, 2009-2019).

Behind the potential and characteristics of Sijuk District as a coastal tourism area, it will be an advantage if it can be optimized and managed well. Because sector of tourism is one important component in the economic development in a region. Tourism development is carried out continuously, so it will give benefits for the prosperity of the community. The policy directions in development of tourism sector include: national tourism marketing by bringing domestic and foreign tourists; developing tourism destinations by increasing the attractiveness of tourist destinations that will compete inside and outside the country; developing industry tourism by increasing the participation of local businesses and improving diversity and competitiveness.

Because the beaches in Sijuk District have good potential for coastal, it is necessary to hold research and assessment of the level of attractiveness of coastal tourism object in Sijuk District. Then it will be a consideration for the government in managing the tourist attractions and development strategies for the object of tourism to be better again and able to increase local incomes as well as community incomes around the tourist attraction.

1.2. Teoritical Review

According to Indonesian Law No. 9/1990, tour is a travel activity or part of the activity that done voluntarily and temporarily to enjoy the object and attraction of culture, economy, or natural wealth. Pending (2006) in Devina (2011), states that there are three main points that become a requirement of a region to become a tourist destination: 1) Have attractions / objects of interest, 2) Accessibility and also 3) Facilities

Beach tourism is a beach that has attractiveness as a tourist attractions either because of physical factors, attractions, facilities and others (Nugroho,

2005). Tourist attractiveness is a potential that encourages the presence of tourists to a tourist destination (Suwanto, 2004). According to Sudarto (in Siswanto, 2006) the attractiveness of tourist attraction is based on:

- a) The existence of a resource that can impact a sense of fun, beautiful, comfortable and clean;
- b) There is high accessibility to be able to visit it;
- c) The existence of special features / specific that are unique;
- d) The existence of supporting facilities / infrastructure to serve the tourists who attend;
- e) Natural attractions have high attractiveness because of the natural beauty of the mountains, rivers, beaches, sand and forests; and
- f) Cultural attractions have a high attractiveness because it has a special value in the form of art attractions, ceremonies custom, noble value contained in an object of fruit of human works in the past

According to the Spatial Plan Area of Belitung Regency in 2000-2010, the beach location in Sijuk district that can be used as beach tourism is Secupak Beach, Batu Itam Beach, Terong Beach, Tanjung Binga Beach, Tanjung Kelayang Beach, Tanjung Tinggi Beach, Lengkuas Island, and Babi Island .

1.3. Methodology

The research was conducted in several coastal tourism areas in Sijuk district, Belitung Regency, Bangka Belitung Province, Indonesia. To get the final result of the attractiveness level of coastal tourism attraction in Kecamatan Sijuk, it used several variables as follows:

1. Tourism Attraction include Site Attraction and Event Atraction
2. Tourism Facilities which includes secondary facilities and conditional facilities. Secondary facilities include restaurants, accomodation and souvenir shops. Conditional facilities include parking area, toilets and places of worship.
3. Accessibility that consist of distance from the city, type of road and road conditions

Data collection is used primary and secondary data. Primary data collection was conducted during the field survey, plotting each tourist attraction using GPS (Global Positioning System), data collection of number and types of tourism facilities, and interviews to 6 respondents from all tourism object and 1 person interview from Tourism Office of Belitung Regency. The secondary data collection is obtained from related institutions such as location object tourism data in Belitung Regency from Belitung Tourism Object Map obtained from the Ministry Tourism and Creative Economy of Belitung Regency in 2012, Belitung District Administration data which can be from the Central Statistics Agency of Belitung regency 2013, road network data and distance from the Geospatial Information Agency 2015.

This study uses descriptive spatial comparative analysis method, which gives scoring / assessment of each variable from the level of attraction of coastal tourist attraction in Sijuk District with beach tourism object as its unit of analysis. From the scoring results will be seen comparison of the attractiveness level of beach attractions high and low. And from the interview got weight value for each variable used in this research.

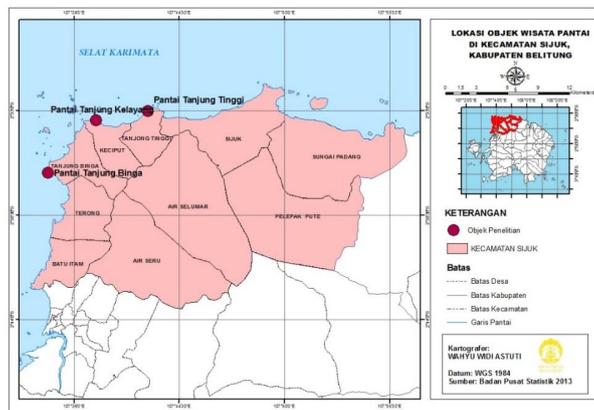


Figure 1. Location of Research Objects

2. RESULT AND DISCUSSION

2.1. Attractions

Attraction is a major component in tourism activities. Otherwise, the existence of attraction can also be said as a tourism product (Kurniawan, 2008) in

Devina, 2011). Attractions in the tourism object can be site attraction and event attraction. Here are the site attraction and event attraction that were found on the beaches that became the object of researchers in the Sijuk District, Belitung Regency.

Tabel 1. Site Attraction dan Event Attraction of Beach Tourism Object

No.	Tourism Object	Site Attraction	Event Attraction
1.	Tanjung Binga Beach	Bukit Berahu, white sanded beach, Fishermen's village	Selamat Laut Event (only once a year)
2.	Tanjung Tinggi Beach	Beautiful white sanded beach, big granite stones, place of Laskar Pelangi film taken	Competition (paddle race, swimming, beach volley)
3.	Tanjung Kelayang Beach	White sanded beach, big granite stones, beautiful islands around Tanjung Kelayang Beach (Lengkuas Island, Kepyang Island, Burung Island, etc)	Muang Jong

Source: Field Observation Result, 2017

Tabel 2. Scoring Result of Attraction Variable

Element	Bobot	Score	Total Score
Tanjung Binga Beach			
Amount of Prominent Natural Resources	5	6	30
Cleanliness	5	7	35
<i>Total</i>			65
Tanjung Tinggi Beach			
Amount of Prominent Natural Resources	5	8	40
Cleanliness	5	6	30
<i>Total</i>			70

Tanjung Kelayang Beach			
Amount of Prominent Natural Resources	5	9	45
Cleanliness	5	8	40
		<i>Total</i>	85

Source: Processed Data Result, 2017

Attraction table above uses element of the number of prominent Natural Resources and cleanliness level of tourism based on researcher's observation. Each element is given the same value that is 5. The value given between range 1-10 with assumption that the higher value the better in terms of natural resource and cleanliness. From the observation, Tanjung Binga beach has the smallest attraction value that is 65 (low), while Tanjung Tinggi beach is 70 (medium) and Tanjung Kelayang beach has the highest attraction value that is 85 (high). Tanjung Binga beach has the smallest attraction value because of its little number of attraction and not all beaches can be used for tourism objects, furthermore, most of the beaches filled by fishermen's settlement. However, in terms of cleanliness is quite good because it is managed by private parties. Tanjung Kelayang Beach has the highest value because there are a lot of prominent attractions such as garuda granites, white sand beaches, access to other beautiful islands, and cleanliness is maintained because it is managed by the government. Another one, Tanjung Tinggi Beach has the moderate attractions, because despite the existence of prominent Natural Resources is enough, but the cleanliness of the beach cannot be maintained, as it is managed independently by the society.

2.2. Tourism Object Facilities

The tourism facilities that existed in each tourism object that consist of secondary facilities and conditional facilities. Secondary facilities consist of the amount of restaurants, hostels, and souvenir shops. On the other hand, the conditional facilities consist of toilets, parking areas, and places of worship . The completeness of the secondary facilities in every tourism object can be seen in the following table:.

Tabel 3. The Availability of Secondary Facility and Conditional Facility

Beach Tourism Object	The Availability of Secondary Facility			The Availability of Conditional Facility		
	The Amount of Restaurants	The Amount of Hostels	The Amount of Souvenir Shops	The Amount of Toilets	The Amount of Places of Worship	The Amount of Parking Areas
Tanjung Binga	1	13	-	2	1	2
Tanjung Tinggi	31	20	2	8	2	1
Tanjung Kelayang	25	9	-	18	2	5
Total	57	42	2	28	5	8

Source: Observation Result, 2017

Tabel 4. Scoring result of secondary and conditional facility variable

Element of secondary and conditional facility	Weight	Score	Total Score
Tanjung Binga Beach			
The Amount of Restaurants	1,7	0,2	0,3
The Amount of Hostels	1,7	3,1	5,2
The Amount of Souvenir Shops	1,7	0,0	0,0
The Amount of Toilets	1,7	0,7	1,2
The Amount of Places of Worship	1,7	2,0	3,3
The Amount of Parking Areas	1,7	2,5	4,2
Total Score			14,2
Tanjung Tinggi Beach			
The Amount of Restaurants	1,7	5,4	9,1
The Amount of Hostels	1,7	4,8	7,9
The Amount of Souvenir Shops	1,7	10,0	16,7
The Amount of Toilets	1,7	2,9	4,8
The Amount of Places of Worship	1,7	4,0	6,7
The Amount of Parking Areas	1,7	1,3	2,1
Total Score			47,2

Tanjung Kelayang Beach			
The Amount of Restaurants	1,7	4,39	7,31
The Amount of Hostels	1,7	2,14	3,57
The Amount of Souvenir Shops	1,7	0,00	0,00
The Amount of Toilets	1,7	6,43	10,71
The Amount of Places of Worship	1,7	4,00	6,67
The Amount of Parking Areas	1,7	6,25	10,42
Total Score			38,8

Source: Processed Data Result, 2017

The score for scoring on the secondary and conditional facility variables are obtained from the following formula:
 Score = $\frac{x}{y} \times 10$
 Information :
 x = score per wanted element
 y = score per total element
 Total Score = Weight x Score

According to amount of availability of tourism as on the table above, Tanjung Binga beach has the smallest facilities attraction value, that is 14,2 (small) while Tanjung Tinggi beach has the biggest facilities attraction value, that is 47,2 (big) and Tanjung Kelayang beach has facilities attraction value 38,8 (medium).

2.3. Accessibility

Bintarto (1991) said that accessibility is easiness of movement from a place to another place in a region. Accessibility in this research consists of distance from city, type of road, and the road condition. For a score of distance element from a place to another place, used scoring rank of near to far distance from city. The more near the distance from city, the rank will be higher and the score will be bigger. Moreover, with the type of road, collector road will get bigger score compared to other roads. First rank score 8, second rank score 7, third rank score 6. Furthermore, after the calculation, it got the result that the highest accessibility attraction score is 80 (high), while Tanjung Tinggi and Tanjung Kelayang beach have same accessibility attraction score, that is 70 (medium).

2.4. Level of Attractiveness of Beach Tourism Object in Sijuk district

There are three variables that used in the research of level of attractiveness of beach tourism object in Sijuk district, they are attractions, facilities, and accessibilities. By the scoring method, the scoring to each variable mentioned was based on the result of interview to respondent. 6 respondents said that attraction is the most influential variable to the level of coastal tourist attraction compared with the facilities and accessibility variables. So that, the attraction variable will get the biggest weight compared with other variables in this study. As from 6 respondents, 3 respondents said second most important variable after attraction is facility variable then new accessibility variable. 1 respondent said that the facility variable and accessibility have same position, and 2 respondents said they did not know about this variable. As a result, the researchers determined that the attraction variable has a weight of 40, facility variable 35 and accessibility variable 25. Here is the score of the level of attractiveness of beach tourist attraction in Sijuk district.

The scoring result shows that tourist attraction that has the highest attraction score is Tanjung Kelayang Beach with 6508 (high), then the second one is Tanjung Tinggi Beach with 6202 (medium) and the last is Tanjung Binga Beach with 5097 (low). Tanjung Kelayang beach has high attraction, because it is supported by its attraction variables, they are the beautiful beaches with white sand and large granite stones. One of the most famous is the eagle stone. Moreover, because of this beach is a gateway to the other beautiful islands in Belitung such as Lengkuas Island, Kepayang Island, and the others. Furthermore, in terms of beach facilities is quite good, because there are many permanent restaurants and hostels. In terms of accessibility also, the beach is quite good because it is only 27 km from the city center, which can be reached in 30 minutes. Tanjung Tinggi Beach has attraction score 6202 (second largest) after Tanjung Kelayang beach because the location of this tourism object has a nice attraction with white sand, large granite and became shooting place of Indonesia's famous movie *Laskar Pelangi*. However, some weaknesses are the beach is often dirty because it is still managed by the community. In terms of facilities, this beach has the highest score compared to the other two beaches, because of the existence of restaurants and souvenir shops, although restaurants and souvenir shop in this beach are not permanent. In terms of accessibility this beach has the most distant

location between the 2 other beaches but only 4 km farther from Tanjung Tinggi Beach and about 40 minutes from the city center, so it is not too a problem for tourists. The beach with lowest tourist attraction value is Tanjung Binga beach. It is because of not all beaches in Tanjung Binga can be used as tourist attractions (only Bukit Berahu), because most of the areas are fisherman's residences, thus it minimizes the attraction value. In terms of facilities, because of the beach is managed by the private, so there is entrance ticket and the facilities are quite good. There are resorts, restaurants and swimming pools. In terms of accessibility, this beach is located closest to the city center, but the road is small (cannot be passed by high bus) and also the power cable is short. Therefore, it endangers the tourists who use the bus as their transportations.

3. CONCLUSION

The highest level of coastal tourist attraction in Sijuk District is Tanjung Kelayang Beach with 6508 value because it is supported by good attractions, adequate facilities, and good accessibility. Tanjung Tinggi Beach has moderate level of attractiveness of beach tourist attraction with score 6202. This is caused although the element of excellence of human resources that stands out quite good, but the element of hygiene on the attraction variable is low due to the beach is still managed by the private and beach accessibility is a little far from city center. Tanjung Binga Beach is a beach that has the lowest tourist attraction value with the score 5097, it because of the score of the attraction variable on this beach is low and the facilities are not too many although the accessibility is quite easy to reach from the city.

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