

Development of the Potential of Lasiana Beach Tourism as Sustainable Tourism in Kupang City

Veronika Yuliani Meo Dole, Maria HN Astri, Emiliana M. Lawalu, Adrianus

Ketmoen, ME.Perseveranda*

Fakultas Ekonomika dan Bisnis, Universitas Katolik Widya Mandira, Kupang, Indonesia

**Corresponding author. Email: perseverandaerse@gmail.com*

ABSTRACT

This study aims to find out the general description of Lasiana Beach tourism objects and to find out the strategy for developing Lasiana Beach as sustainable tourism in Kupang City. This type of research used is qualitative. Sources of data used are primary data and secondary data using observation, interviews, and documentation techniques. Informants in this research are the Head of the Tourism Destinations and Creative Economy Division of East Nusa Tenggara Province, visitors to tourist attractions and traders. The data analysis technique in this study is a qualitative descriptive analysis technique and uses SWOT analysis to determine Strengths (view of the sunset, clear sea water, calm waves, thick palm trees, strategic location), Weaknesses (lack of children's playgrounds, lack of facilities and infrastructure support, no accompanying attractions, narrow entrances), Opportunities (increased number of tourists, promotions through online media, local community support) and Threats (decreased environmental support due to tourists paying less attention to cleanliness and sustainability of beaches, threats of natural disasters, various another tourist attraction). The results of this study show that Lasiana Beach is located in Lasiana Village, Kelapa Lima District, Kupang City, East Nusa Tenggara Province. This beach has attractive natural potential to be developed as a superior tourist attraction, has very beautiful natural scenery with the characteristics of white sand beaches, calm waves, beautiful sunset panoramas, and shady trees on the coast which are the main attraction for tourists and development strategies. Carried out to realize Lasiana Beach as a tourist destination in a sustainable manner need to improve infrastructure, add facilities and infrastructure, promote and empower local communities.

Keywords: *Tourism Development, Sustainable Development, SWOT.*

1. INTRODUCTION

Tourism development is an effort to process tourism potential and resources so that they can become tourist attractions. Development can be an effort to create something new or improve something that already exists. East Nusa Tenggara Province has been designated as a leading tourist destination with the aim of making East Nusa Tenggara Province the gateway to the Asian region The Pacific is based on the uniqueness of tourism, arts and culture which is supported by the natural potential and unique culture of its people. In East Nusa Tenggara Province, Kupang City as the city center of East Nusa Tenggara Province also has natural tourism potential such as: (beaches, natural caves, protected forests, springs and other natural attractions), cultural tourist attractions in the form of: (ancient sites, kingdoms, statues, forts, museums and other cultural tourism), artificial tourist attractions in the form of: (swimming pools, city parks, dams, etc.).

Tourism is a sector that plays an important role in improving the economy of a country. Tourism development is able to stimulate business activities to produce significant social, cultural and economic benefits for a country. When tourism is planned well, it will of course provide benefits to the people of a destination. The success of tourism can be seen from government revenues from the tourism sector which can encourage other sectors to develop. The easiest success to observe is the increase in the number of tourist arrivals from period to period (Utama, 2018).

From the Table 1, it can be seen that tourist visits have increased from 2019-2020, but in 2021 there has been a decline due to the Covid-19 pandemic, restrictions on activities outside the home and the closure of all public places, one of which is tourist attractions, is the reason for the decline in the number of tourist visits. However, with the reduction in the spread of the Covid-19 virus, in 2022 there will be quite a good increase, even higher than in 2019 before Covid-19 occurred. Coastal tourism is a type of tourism that has a marine attraction with a concept based on views, unique nature, ecosystem characteristics, unique arts and culture and community characteristics as the basic strengths of each tourist area. Based on the definition above, Lasiana Beach is one of the coastal tourist attractions that is beautiful not

because of artificial facilities, but more because of its nature. The beach has fine white sand, the sea is blue, the water is clear with small, calm waves and has interesting topography in the western part of the hills, so that the whole area has a unique variation, namely a combination of hills and beaches.

Table 1. Realization of Visits to the Lasiana Beach Tourist Attraction, Kupang City 2019-2022

No	Year	Number of Tourists Wisatawan (person)
1	2019	26.716
2	2020	42.111
3	2021	31.187
4	2022	52.054

Source: NTT Province Department of Tourism and Creative Economy

Table 2. Facilities and Infrastructure at Lasiana Beach along with their quantity and condition

Number	Name of Facilities and Infrastructure	Amount	Conditions
1	Management office	1	Not good
2	Breakwater embankment	1	Good
3	Decorative lights	10	Not Functioning Due to Seroja
4	Children's Entertainment	5	Not good
5	Entertainment Stage Rental	1	Good
6	Lopo	10	Good
7	Salles stall	25	Good
8	Parking area	2	Good
9	Parking lot lights	4	Gppd
10	MCK	6	Gppd
11	Hand washing facilities	1	Npt good
12	Rubbish bin	5	Good

Source: 2023 Pre-Research Observation Data

From Table 2, it is known that not all of the facilities and infrastructure available at Lasiana Beach tourism are in good condition. This is also a concern for the government to immediately make improvements to facilities and infrastructure. Monitoring should be carried out consistently and systematically in order to achieve maximum goals for developing the Lasiana Beach tourist attraction. The aim of this research is to find out a general description of the Lasiana Beach tourist attraction and what the strategy is for developing Lasiana Beach as sustainable tourism in Kupang City.

2. THEORETICAL CONCEPTS

2.1. Tourism concept

Tourism can be interpreted as travel that is carried out repeatedly by visiting one place to another. Every person who travels from where he lives to visit another place and enjoys the trip and visit is called a traveller, while a person who travels across a country without stopping even though the trip itself exceeds a 24 hour period is called a tourist (Damardjati, 2001).

2.2. Concept of Developing Tourism Potential

Tourism potential should be designed and built professionally in the form of developing tourism potential so that it can attract tourists and provide services that are very useful for regional development, income and community welfare. Development itself is a strategy used to promote, improve and enhance the tourism conditions of an object and tourist attraction so that it can be visited by tourists and is able to provide benefits to the community around the object and tourist attraction as well as to the government. Besides that, tourism development aims to provide benefits for tourists and the community (Suwantoro, 2019).

2.3. Concept of Sustainable Tourism

According to the World Tourism Organization (WTO, 2013), sustainable tourism is tourism that fully takes into account current and future economic, social and environmental impacts, taking into account the needs of visitors, the tourism industry, the environment and local communities. Sustainable tourism means that it aims to meet current tourism needs, but does not reduce or even sacrifice the needs of future generations (Obot, 2019). Improving the quality of life is carried out by managing the provision, development, utilization and maintenance of natural and cultural resources in a sustainable manner. Sustainability can be achieved through a good government administration system (good governance) as well as active and balanced participation between government, private sector and society (Yohanes, 2017).

2.4. Concept of Tourism Development Strategy

A tourism development strategy is an effort made to increase the tourism potential in an area. The method used can be in the form of making improvements to existing infrastructure, both physical and non-physical, so that all of this aims to improve the welfare of the people around the tourist destination area. (Hary Yoeti, 2019) stated that in strategic planning for a tourist destination an environmental analysis and resource analysis is carried out. The purpose of this analysis is none other than to determine the strengths and weaknesses of the organization or institution responsible for tourism development in the tourist destination area.

2.5. Research Model

In developing Lasiana Beach tourism, an effort is needed to preserve and develop the tourism assets or potential of Lasiana Beach. It is also hoped that these development efforts can advance tourism at Lasiana Beach into sustainable tourism and can have a positive impact on the community's economy, advancing community culture, preserving nature and the environment. From the explanation of several theories and previous research regarding the development of Lasiana Beach tourism potential as sustainable tourism in the city of Kupang, the theoretical framework is described as follows (see Figure 1):

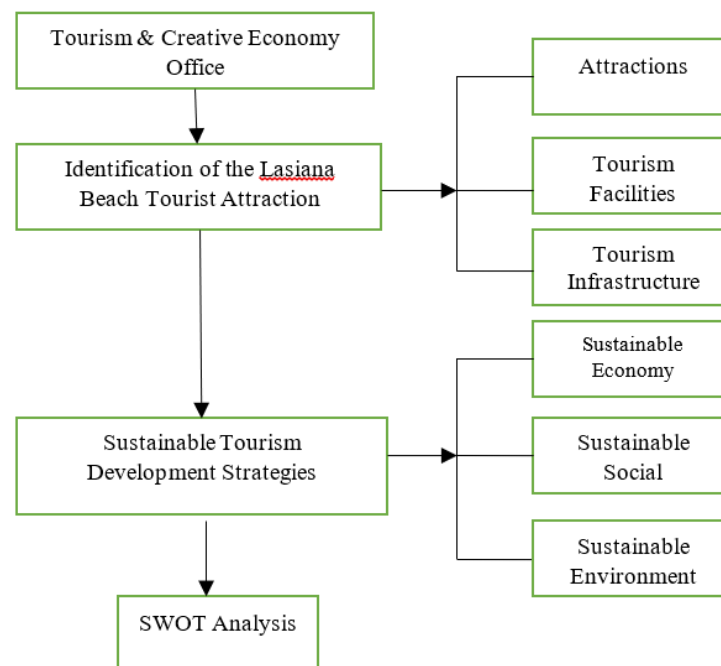


Figure 1 Research Model

3. RESEARCH METHODS

This research is qualitative research. The data sources used are primary data and secondary data. Collection techniques are carried out through observation, interviews and documentation.

4. RESULT AND DISCUSSION

4.1. Analysis results

In the results and discussion, researchers used a SWOT analysis to determine strategies for advancing tourism on Lasiana beach. The strategy analysis using SWOT analysis can be explained as follows (see Figure 2):

Internal Factors	Kekuatan (<i>Strengths-S</i>)	Kelemahan (<i>Weakness-W</i>)
Eksternal Factors	<ol style="list-style-type: none"> 1. The appearance of a beautiful sunset 2. Clear sea water 3. Calm waves 4. Lush palm trees 5. Strategic Locations 	<ol style="list-style-type: none"> 1. There is still a lack of children's play areas 2. There is still a lack of facilities and supporting infrastructure for tourist attractions (clean water, provision of space) 3. There are no accompanying acts. 4. The entrance to the tourist attraction is relatively narrow
Peluang (<i>Opportunity-O</i>)	Strategi S-O	Strategi W-O
<ol style="list-style-type: none"> 1. The number of tourists interested in beach tourism is increasing 2. Promotion via social/online media 3. There is local community support for the development of tourist attractions 	<ol style="list-style-type: none"> 1. Carry out promotions through social/online media 2. Planting palmyra trees to provide more shade on the beach and as a way to prevent abrasion 3. Bekerjasama dengan biro perjalanan (<i>travel agent</i>) 	<ol style="list-style-type: none"> 1. Build children's play areas 2. Build supporting facilities and infrastructure for tourist attractions so that visitors feel comfortable 3. Explore local culture so that it can be displayed as a regular attraction.
Ancaman (<i>Threat-T</i>)	Strategi S-T	Strategi W-T
<ol style="list-style-type: none"> 1. Decreased environmental carrying capacity due to many tourists not paying attention to the cleanliness and sustainability of the beach environment 2. There is a threat of natural disasters such as strong winds, tsunamis 3. Various other tourist attractions appear nearby 	<ol style="list-style-type: none"> 1. There needs to be awareness of all parties in maintaining and preserving the environment 2. Add photo spots supported by decorations/attributes to attract tourists 	<ol style="list-style-type: none"> 1. Create warning boards for visitors to maintain cleanliness and environmental sustainability 2. Mitigate disasters that may occur at tourist attractions 3. Show attractions or serve typical culinary delights that are different from other places 4. Improve and increase the development of good infrastructure to increase visitor safety and comfort

Figure 2 SWOT Analysis Matrix (Source: Primary Data (Processed 2023))

4.2. Discussion and Interpretation of Results

Based on the SWOT analysis table and SWOT analysis matrix above, several strategies can be developed in order to develop the Lasiana Beach tourist attraction as sustainable tourism in Kupang City. Described as follows:

4.2.1. Strengths-Opportunities (S-O) Strategy

- 1) Carry out promotions through social/online media Social media and digital media are currently one of the appropriate and fast methods for promoting a product, including tourism. Explanations in interesting language plus beautiful pictures attract readers' interest in visiting tourist attractions.

- 2) Planting palm trees to provide more shade to the beach and as a way to prevent abrasion Palmyra trees are an important component in coastal ecosystems and local culture around the coast. The use and protection of palm trees must be well integrated into environmental conservation efforts and sustainable resource use to support environmental sustainability and the welfare of local communities. Apart from that, the palm trees that grow along the coast also have the function of preventing sea water abrasion.
- 3) Collaborating with travel agents Travel agents certainly have very frequent contact with tourists. Therefore, working with a travel agency can help the process of promoting tourist destinations to tourists.

4.2.2. *Strategi Weaknesses-Opportunities (W-O)*

- 1) Build children's play areas Entertainment facilities are very effective in attracting visitors to visit a tourist attraction. Entertainment facilities are generally aimed at children. However, entertainment facilities can also be aimed at adult tourists, such as banana boats, flying fish and rock climbing.
- 2) Building supporting facilities and infrastructure for tourist attractions so that visitors feel comfortable Infrastructure and supporting facilities for tourist attractions are very important for the progress of a tourist attraction. The existence and cleanliness of infrastructure and facilities is one of the factors considered by tourists when choosing tourist attractions to visit. Supporting infrastructure and facilities can include rubbish bins, public toilets and accommodation.
- 3) Exploring local culture so that it can be displayed as a regular attraction. Local culture is one of the attractions for tourists to visit tourist attractions. Therefore, local cultural displays must be made to attract tourist interest.

4.2.3. *Strategi Strengths-Threats (S-T)*

- 1) There needs to be awareness of all parties in maintaining and preserving the environment Awareness in caring for and maintaining environmental sustainability is very important for the sustainability of tourist attractions. To increase this awareness, learning is needed in the form of direct notification or activities related to environmental sustainability
- 2) Add photo spots supported by decorations/attributes to attract tourists The location or selfie spot is one of the interesting things for visitors. The location or place for selfies should be decorated with decorations to beautify the tourist spot.

4.2.4. *Strategi Weaknesses-Opportunities (W-T)*

- 1) Create warning boards for visitors to maintain cleanliness and environmental sustainability Warning boards are an effective way to remind tourists to always maintain cleanliness and environmental sustainability. Warning boards must be installed in places that are easily seen and frequently passed by tourists.
- 2) Mitigate disasters that may occur at tourist attractions. In general, disaster risk reduction means appropriate planning steps to minimize the negative impact of disasters on humans. Disaster mitigation efforts are very effective when working together with district and provincial governments. One mitigation effort is to build retaining walls such as embankments.
- 3) Showing attractions or serving typical culinary delights that are different from other places. Attraction can be defined as an activity or performance of a person or group of people who display skills or abilities that can entertain or attract the attention of anyone who sees it. Places of interest can be taken from local culture, national culture or international culture. Apart from attractions, local cultural culinary offerings are one of the main attractions that tourists can visit at tourist attractions.
- 4) Improve and improve the development of good infrastructure to increase the safety and comfort of visitors Maintaining integrity and making improvements to facilities can create comfort for visitors when visiting the tourist attraction. This makes visitors who have visited or have never visited become interested.

Based on this analysis, it is in line with the results of research conducted at the Lasiana Beach tourist attraction. Syull Rosli Saman et al (2014) explained that sustainable development at Lasiana Beach needs to pay attention to supporting capacity and involve local communities. Likewise, the sustainable development strategy on Dewaran Island which has been prepared by Handayani Jaka Saputra (2022) has several similarities, including maintaining cleanliness and beauty, adding facilities and infrastructure, and carry out promotions on online media.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Based on the research results, the following conclusions were obtained:

- 1) Lasiana Beach is a beach that is rich in natural potential, to develop natural potential in the form of the beautiful natural scenery of Lasiana Beach, the beauty of the white sandy beach, the natural panorama of the sunset, and the shady palm trees on the coast.
- 2) The development strategy carried out to realize Lasiana Beach as a sustainable tourist destination requires improving infrastructure, promotion and empowerment of local communities.

5.2. Suggestions

In accordance with the discussion and conclusions of this research, several suggestions were made, including:

- 1) The management must work actively in adding and improving available facilities and infrastructure, and increasing local community resources so that they can participate in developing Lasiana Beach tourism as sustainable tourism.
- 2) Tourists are expected to play an active role in maintaining and caring for the environment of the Lasiana Beach tourist destination and maintaining the safety and comfort of other tourists.

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