

## Development of Tobololo Beach Tourist Attraction in North Maluku Tourist Destinations

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### Abstract

This study explores the development of Tobololo Beach in Ternate City, North Maluku, as a marine tourist attraction. Facing challenges exacerbated by the COVID-19 pandemic, Tobololo Beach has struggled to maintain visitor numbers. The paper introduces the concept of "Developing Tobololo Beach Tourist Attractions" and emphasizes key components such as development, tourist attractions, and tourism components. The qualitative descriptive method was employed, focusing on Tobololo Beach's attractions, accessibility, amenities, and ancillaries. Results suggest the need for strategic development initiatives, including hot spring pools and educational tours, while also improving existing facilities. Recommendations underscore the importance of forming a tourism awareness group and collaborating with stakeholders for sustainable development. In conclusion, Tobololo Beach must adapt to evolving tourist preferences and collaborate effectively to thrive post-pandemic and contribute to the local community's economic well-being.

**Keywords:** Tobololo Beach, Marine Tourism, Development, North Maluku, COVID-19, Sustainable Tourism

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### Introduction

Indonesia is a destination that is well known internationally. As an archipelagic country, Indonesia is a maritime tourism paradise with the number of islands recorded based on data from the Directorate of Marine Space, Ministry of Maritime Affairs and Fisheries in 2017 as many as 16,056 islands spread from Sabang to Merauke. Indonesia as an archipelagic country is the same as North Maluku Province which is also an archipelago. This condition makes North Maluku Province rely on its marine natural resources to be developed as a marine tourism attraction. This is supported by the opinion of Masjhoer (2019) that the wealth of natural resources, especially Indonesian seas, has extraordinary potential to be developed as a marine tourism asset so that it can have a positive impact in improving community welfare. Marine tourism is that Ternate City, which was previously the capital of North Maluku, has many marine tourism spots that have been well organized and managed.

The arrangement and management of coastlines as tourist attractions seems to be increasingly competing for the attention and interest of visiting tourists. One of the marine tourism destinations in Ternate City is Tobololo Beach, which is a tourist attraction located in Kel. Tobololo, Ternate City, North Maluku. Tobololo Beach began to be opened and developed in 2016 and has become one of the tourist attractions for the people of Ternate City and its surroundings, and many domestic tourists also visit Tobololo Beach. This beach has a beautiful stretch of black sand combined with high waves and is directly opposite Hiri Island and Halmahera Island. Apart from that, this beach also has six hot springs and is a Turtle

Conservation area in Ternate City. This makes the Tobololo Beach tourist attraction more valuable in attracting tourist visits.

The advantages and uniqueness of Tobololo Beach are certainly an opportunity for the local community so that they are encouraged to be actively involved in developing the Tobololo Beach Tourist Attraction. In managing the Tobololo Beach tourist attraction, of course local communities are often faced with various challenges in their efforts to maintain its existence. This is due to the low number of visits to the Tobololo Beach tourist attraction from year to year, especially when the Corona Virus Decease-19 (Covid 19) pandemic hit, which had quite a big impact. The instability in the number of visitors, of course, has an impact on reducing the economic income of local communities. After the COVID-19 pandemic, like most tourist attractions, the Tobololo Beach Tourist Attraction is making great efforts to be able to operate as before with community efforts to improve the facilities for tourists to eat and rest when visiting.

However, this is not necessarily the best solution in an effort to restore the number of tourist visits to normal. This is because the repairs carried out are not optimal, not to mention the many choices of tourist attractions in Ternate City which increasingly threaten the existence of TObololo Beach. Therefore, in this case efforts are needed to "Develop Tobololo Beach Tourist Attractions" According to Hasibuan & Bangun (2020), Development is an effort to improve the technical skills, theoretical, conceptual and moral knowledge of employees in accordance with the demands of the job or position through the education and training process. Simamora (2010:287) states that development refers to a long-term process that aims to improve employee skills and motivation so that they can become valuable assets for the company. He emphasized that development is generally related to increasing the intellectual or emotional abilities needed to carry out tasks better (Hendriyadi, 2019). Simamora also believes that human resource development programs are basically an effort to improve the quality and competency of human resources within the organization.

(Attraction) A tourist attraction, according to Pearce (2015), can be defined as a site identified with certain human or natural features that are the focus of attention of visitors and management. From this description, it can be concluded that a tourist attraction is an object based on cultural or natural resources, which has interesting values that attract the attention of both visitors and management. Generally, tourist attractions are positioned as single entities, distinguishing them from destinations which tend to encompass geographic areas containing one or more tourist attractions. According to Law of the Republic of Indonesia Number 10 of 2009, the definition of a tourist attraction is a location or any element that is a destination for tourists to visit because of its uniqueness, ease of access, facilities provided, and added value that includes biological and cultural diversity within Subhiksu & Utama (2018).

According to Law Number 10 of 2009, tourism destinations are defined as geographic areas located within one or more administrative regions. It contains tourist attractions, public facilities, tourism facilities, accessibility, as well as interrelated and complementary relationships to realize tourism activities. Tourism components are tourism elements that a tourist attraction must have. The term tourism includes the concepts of tourism, tourism and tourism. Tourism refers to all tourism activities carried out by tourists, supported by facilities and infrastructure provided by stakeholders in the tourism industry. However, the most central element in tourism development is tourist attraction. Hadiwijoyo (2012) describes a tourist attraction as an interconnected formation and facility, which is the reason why tourists visit a particular area or location. Cooper (2005) say that there are 4 (four) components that a tourist destination must have to develop tourism potential, including:

Attraction is the main product of a destination. Zahro & Waluyo (2018) states that tourist attractions, or attractions, are related to what can be seen (what to see) and done (what to do) by tourists at a tourist destination. This opinion is supported by Suwena (2010), who states that tourist attractions or tourism resources are elements that significantly attract the attention of tourists and can be developed both at the tourist attraction location itself and in other locations that are not the original location. Accessibility is the facilities and infrastructure that make it easy for tourists to move from one area to another. Important factors related to tourism accessibility aspects include directions, airports, terminals, time required, travel costs, and frequency of transportation to tourist locations (Sunaryo, 2013).

Individual tourists arrange their own trips without the help of travel agents so they are very dependent on ease of access and public facilities. Sugiama et al. (2023) explains that facilities refer to various facilities and infrastructure that support the presence of tourists in tourist destination areas, including accommodation facilities, provision of food and drinks, performance buildings, entertainment venues, and shopping locations. Sugiama et al. (2023) explains that additional or ancillary services involve the existence of tourism institutions that can provide a sense of security and protection for tourists (protection of tourism). Additional services include the participation of various organizations that facilitate and encourage the development and marketing of specific tourist destinations. Organizations involved in this context involve government parties such as tourism offices, communities that support tourism activities, tourism associations such as hotelier associations, travel agents, tour guides, and other stakeholders who play a role in the tourism sector.

## **Methods**

This research was conducted at the Tobololo Beach Tourism Destination, sub-district. North Ternate, Ternate City, North Maluku. The method used is a qualitative descriptive method to provide an in-depth description and describe the characteristics and phenomena that occur at the Tobololo Beach Tourism Destination. (Saryono, 2010) The source of data obtained from this research is through direct observation or inspection at the location which is then supported by the results of interviews conducted and documentation. The sampling technique in terms of determining informants for this research is purposive sampling.

## **Results and Discussion**

Development of the Tobololo beach tourist attraction in Kel. Tobololo, as one of the marine tourism attractions in Ternate City, has begun to be developed and given attention by the city government since 2016. Various efforts have been made by the government in collaboration with the local community to develop the Tobololo beach tourist destination. These efforts include paying attention to important components in developing tourist potential and attractions such as attractions, accessibility, amenities and ancillaries. The attraction component is a component that has a crucial role in a tourist attraction because attractions are objects that are always the reason for visiting tourists. At Tobololo beach, the attractions offered are the beautiful views and atmosphere of the beach as follows.



Figure 1. Tobololo Beach

Source: Research Documentation 2023

Picture 1 above is a portrait of the beauty of Tobololo Beach Tourism Attraction. In addition, on this beach there are also hot springs and turtle conservation areas. For the development of the attraction component, the hot spring suber can be used as an additional attraction by building a hot spring pool for visitors equipped with an explanation of the efficacy of the hot water content. Sea turtle conservation can be echoed again as educational tourism and can be used as a forum for voluntourism in carrying out their activities as volunteers in the field of tourism. In addition, tents can also be provided for rent because this place is often used as a student *camping* place. And can be made photo spots with contemporary themes so that they can become instagramable tourist attractions. During interviews with business people who are local people, the spot to meet for photos is what they really expect. In terms of accessibility, it can be said that access to Tobololo Beach tourist sites is very adequate. Here's a picture of the road to Tobololo Beach.



Figure 2. Road to Tobololo Beach

Documentation: Research 2023

Figure 1 above is a portrait of the road to Tobololo Beach. The first picture is a portrait of a highway in Tobololo Village. The second picture is a sign that reads the name of the beach along with arrow directions to enter the beach area. The third picture is a picture of access to the beach area while the fourth picture is also another access to the beach area. This tourist attraction can be accessed by various modes of local transportation such as two- and four-wheeled vehicles. In terms of amenities or facilities available based on the results of the review

conducted to the tourist attraction of Tobololo Beach is not adequate and supportive to attract visits in terms of facilities. Currently available are changing rooms and canteens or huts to eat and rest as in the picture below.



Source: Research Documentation 2023

Figure 2 above is a canteen or place to eat and rest for tourists. If viewed this place can be used properly but is still not aesthetic and attractive to be able to amaze tourists, especially in the midst of marine tourism competition in Ternate City and the standard of visiting needs for millennial tourists today, most of whom are very considerate of the appearance of tourist attractions so that they can meet and be published on social media. This facility certainly requires the development of a simple design but still aesthetic and *instagramable*. *besides that, this place also needs a more eye catching Tobololo Beach Icon* so that this place has an identity. Based on interviews with several business managers who are local people of Tobololo, tourists who come are also often from outside the area, this is actually an opportunity to be able to sell local products by opening a souvenir gallery containing food, drinks and souvenirs typical of North Maluku which are made or created by local people.



Figure 3. Amenities at Tobololo Beach

Source: Research Documentation 2023

Picture 3 above is a portrait of a facility in the form of a gazebo that is no longer maintained. For facilities like this, repairs or maintenance can be carried out such as repairing damaged roofs and repainting the gazebo to make it look attractive again.



Figure 4. Amenities at Tobololo Beach

Source: Research Documentation 2023

Figure 4 above is a portrait of a toilet and changing room on Tobololo Beach. In this place, there are not so many facilities provided so it is still fairly easy to be able to maintain facilities. For changing room facilities and toilets themselves are still classified as suitable for use and only require maintenance of cleanliness. From the Ancillary component of Tobololo Beach, of course, it has not escaped the attention of the local Tourism Office and also academics. There are various facilities available, which are assistance from government organizations. However, this is not enough and there is a need for the formation of a tourism awareness group or abbreviated as pokdarwis. Pokdarwis are from the local community who have awareness and active role in the development, management, and marketing of tourist destinations. It aims to improve the welfare of local communities through tourism development that also involves the community in decision making, as well as preserving culture and the environment. Pokdarwis has an important role which can help develop and manage authentic and attractive tourist attractions for visitors.

### Conclusion

Tobololo Beach is a marine tourism attraction that has long given satisfaction to tourists who have visited with the charm of the sea and its stunning islands. The existence of this tourist attraction, of course, from year to year will experience changes for changes based on conditions and situations. At the beginning of its inauguration, this beach had many visitors, then these visitors were drastically reduced due to the Covid 19 pandemic. After the pandemic, visitors began to arrive, but the number could not match the number of visitors before the pandemic. This is due to the lack of attractive facilities and attractions and there are also facilities that are poorly maintained. While elsewhere in Ternate City there are many new tourist attractions that are very well arranged and become superior competitors for Tobololo Beach. This is a challenge and requires development efforts to maintain the existence of Tobololo Beach Tourism Attraction so that it always provides economic benefits, especially for local people who depend on the number of tourist visits to buy the merchandise they sell. There needs to be development in terms of tourist attractions such as making hot spring pools, promoting educational tours related to turtle conservation, providing camping facilities for rent and

making instagramable photo spots. Carry out repairs and maintenance of existing facilities. Established a tourism awareness group organization at Tobololo Beach Tourism Attraction Collaborating with various stakeholders pentahelix is an important step in the development and management of Tobololo beach tourist attraction. This collaboration can strengthen tourist attraction, improve management quality, and ensure the sustainability of Tobololo beach tourism in the future.

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