

# Implementation of Tourism Components to Increase the Tourist Attraction of Fort Kastela in Ternate Tourist Destinations

Srilian Laxmiwaty Dai<sup>1</sup>

Corresponding Email: [Srilian@unkhair.ac.id](mailto:Srilian@unkhair.ac.id)

<sup>1</sup>Khairun University

## Abstract

This research aims to determine the application of tourism components which consist of 3 A's, namely attractions, accessibility and amenities with the aim of increasing the historical tourist attraction of Kastela Fort. The method used in this research is a qualitative method with data collection techniques through observation, interviews and documentation. After conducting research, it was concluded that in terms of the fort's attractions, it was good, but maintenance needs to be increased or repaired and maintained periodically. Furthermore, in terms of amenities, there needs to be additional facilities that tourists need while visiting Kastela Fort. The last one is accessibility where this component has been provided very well by the government and with the help of the community who maintain the cleanliness and tidiness of the surrounding area so that it can provide a sense of comfort for visiting tourists.

**Keywords:** Tourism Components, Tourist Attractions, Kastela Fort and Tourist Destinations

Received: June 2, 2024

Revised: June 20, 2024

Accepted: July 15, 2024

---

## Introduction

Tourism activities are fun things that many people do to fill their free time or holidays outside where they live with a purpose (Setiawan et al, 2023). Traveling is increasingly becoming a lifestyle for society in general. In fact, since the Corona Virus Decease 19 pandemic or abbreviated as COVID 19, the term healing has emerged which comes from English and means healing. Healing is more defined as healing the soul or mind, where most people interpret traveling or traveling as a process of healing them from the fatigue of daily activities or even healing from the life problems they often face.

The Covid 19 pandemic has indeed had a big impact on the tourism industry, starting with deactivating various tourism businesses and then becoming the most popular industry after the pandemic. Currently, the pandemic has even given birth to a new tourism trend which continues to experience changes and shifts from time to time, namely tourists are starting to be interested in trips that are mindful, memorable, full of meaning and quality compared to the conventional tourism model which is a series of trips with very busy activities in order to maximize time. Deputy Minister of Tourism and Creative Economy/Deputy Head of the Tourism and Creative Economy Agency (Wamenparekraf/Wakabaparekraf) explained that mindful, memorable, meaningful and quality travel is packaged in four travel trends, namely bleisure, wellness experience, deep and Meaningful and Set-Jetting .

Currently, many workplaces are adopting and implementing a work from home system which was implemented during the pandemic. This makes working time more flexible so that many people can travel in between their working hours, which is termed bleisure, which is a combination of the terms business and leisure. Apart from that, bleisure is also usually done by people who are doing business or working abroad.

The next tourism trend is the wellness experience or what is known as the fitness tourism experience. After the pandemic, many people are increasingly aware of the importance of health, so wellness tourism has become a new color as a current tourism trend.

The third tourism trend is deep and meaningful tourism. This trend is closely related to storynomic tourism which encourages tourists to imagine and interpret a tourist attraction. This can give tourists a valuable experience, especially in Indonesia, where this country is rich in culture and history. Then the last tourist trend is set-jetting which gives a sense of pride when vacationing in a destination that has been a shooting location for local films.

From the various tourism trends discussed above, there are also types of tourism that can be visited based on the travel trends explained previously. The forms of tourist attractions according to (Ariani and Zulhawati, 2023) consist of 3 types, namely natural tourist attractions consisting of views of mountains, lakes, beaches, volcanic craters, hot springs, nature reserves, flora and fauna. Next is the recreational tourist attraction which consists of a slide, swimming pool, reservoir and recreation park. The last one is a cultural tourist attraction consisting of ancient forts, ancient mosques, ancient churches, monuments, temples, regional arts, traditional houses and traditional ceremonies..

All types of tourism mentioned above can be enjoyed in regions in Indonesia, one of which is North Maluku Province, especially in Kote Ternate, which was previously the provincial capital. North Maluku is an area of spices, culture and history where initially this area was the territory of the four largest Islamic Kingdoms in the eastern part of Indonesia. This area is known as the Moloku Kie Raha Sultanate or the Sultanate of the four mountains in Maluku.

A glimpse of North Maluku, this area was also visited by the Portuguese from the Banda to Ternate region during the reign of Sultan Bayanullah under the leadership of Francisco Serrao. Therefore, they built a strong fort called Sao Joao Batista, which is now known as Fort Kastela. This fort is located in Kastela Village in the North Maluku area.

Kastela Fort is currently one of the historical tourist attractions in Ternate City which displays the fort buildings inherited from the Portuguese (Fajrhi et al., 2023). At the front there is a gate, as well as a board that reads the history of Kastela Fort. Apart from the fort, there is also a monument on which there is a clove symbol as a symbol of Ternate City, which is the city of spices and cloves as one of the main spices produced by Ternate City.

The tourist attraction of Kastela Fort is included in one of the tourism trends previously explained, namely the deep and meaningful trend related to storynomic tourism. In this place, stories or history of the Kingdom in North Maluku and the history of the arrival of the Portuguese to Maluku can be developed. This will be very interesting if this tourist attraction is packaged optimally, supported by the availability of attractions, accessibility and amenities.

Kastela Fort has beautiful views and is located not far from the coast. However, the beauty of Kastela Fort seems to be offset by its shortcomings in terms of maintenance which looks worrying (Pringle, 2019). This is due to inadequate facilities and damage to facilities. Apart from that, the attractions on offer need attention to maintenance. This is a problem that needs to be formulated as a solution through this research with the title "Application of Tourism Components to Increase the Historical Tourist Attraction of Fort Kastela in the Ternate Tourist Destination". This increased effort will automatically support the government's program in terms of preserving cultural heritage, which can be interpreted as an effort to preserve and safeguard the authenticity of an object. Apart from that, preservation can also mean presenting something according to current conditions so that some changes occur but without changing its authenticity and can still maintain the values of a culture (Sasauw et al, 2021).

## **Theoretical Basis**

### ***Historical Tourist Attraction***

Based on Law of the Republic of Indonesia Number 10 of 2009, "A tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits." Meanwhile (Saragih and Hasugian, 2022) argue that historical sites are heritage that can depict a portrait of past life that can be studied today. From the definition of a tourist attraction and the opinions of Saragih and Hasugian, it can be concluded that a historical tourist attraction means a place that can be visited by tourists using historical sites as the main object.

### **Tourist Destinations**

Based on Law of the Republic of Indonesia Number 10 of 2009, tourism destination areas, hereinafter referred to as Tourism Destinations, are geographical areas located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility and interrelated communities. and complete the realization of tourism.

Apart from that, there is also the opinion of Pitana (2009) who briefly explains that a tourist destination is a place visited by someone over a significant period of time. So this is different from someone visiting a place but only for a short time for transit reasons. In other words, a destination is a place where tourists go to carry out tourism activities completely within the time and activities that have been previously planned.

### ***Tourism Components: Attractions, Amenities, Accessibility***

Tourism components in the form of attractions, amenities and accessibility are very important elements and must be fulfilled in every tourist attraction (Muslimin, 2019). Attractions are unique, beautiful and fun objects that tourists can find to enjoy at tourist attractions. Meanwhile, amenities are the facilities that tourists need while visiting a tourist attraction. Then accessibility is the means needed to reach the tourist attraction you want to visit, such as roads and means of transportation.

## **Methods**

The method used in this article is descriptive qualitative and data obtained through the process of observation, interviews and documentation. The data obtained is then analyzed and processed in the form of words to formulate steps that can be taken to increase the tourist attraction of Kastela Fort based on the application of the 3A tourism components which consist of attractions, amenities and accessibility.

## **Results and Discussion**

Kastela Fort is one of the leading tourist attractions in North Maluku Province, especially Ternate City. This fort is not the only fort and historical heritage in North Maluku. However, what is interesting is that of the many historical sites in North Maluku, this fort is the first colonial fort in the Maluku region. Kastela Fort is located on the southwest coast of Ternate Island on Jalan Raya Benteng Kastela Santo Paulo, Kastela Village, Ternate Island District. Kastela Fort to this day remains a witness to history which is used as a historical tourist attraction and is visited by domestic and foreign tourists. The building is old and decorated with trees which makes the place look beautiful and beautiful. Next, Kastela Fort was reviewed based on the 3 A components consisting of Attractions, Amenities and Accessibility.

## Attractions

The attraction at Kastela Fort is the fort building itself with a cool and beautiful environment because it has been planted with beautiful shady trees along the lines in the following picture.



Figure 1. Kastela Fort Attraction

Figure 1 is a portrait of Kastela Fort and the atmosphere around the fort which looks beautiful because it is planted with trees. Visitors can carry out learning activities, look at the fort buildings and the surrounding environment and take photos in the area. However, currently visitors or tourists cannot climb the fort and see the fort up close because there was a landslide at the fort. So to avoid unwanted things, the management installed a police line to fence off the prohibited area. The picture of the police line installed around the fort is as follows.



Figure 2. Police Line at Kastela Fort

Documentation: Research 2024

Figure 2 above is a portrait of the police line used to fence off prohibited areas in the fort area. According to tourists, the police line really disturbs the view, especially when they take pictures with the fort in the background. For this reason, it can be recommended that the government or management build a fence around the fort or in a prohibited area and no longer use police lines. As a tourist attraction, paying attention to the beauty and aesthetic value of a tourist attraction is crucial to making tourists interested and comfortable.

Apart from the police line installed on the fort, there are other problems with the fort which actually pose a big threat to the Kastela Fort building. The fort building is overgrown with wild grass which has grown in size as in the following picture.



Figure 3. Kastela Fortress

Documentation: Research 2024

Figure 3 is a portrait of Kastela Fort which is overgrown with wild grass. This could threaten the integrity of the fort and slowly damage the fort. This building is a valuable building because it has a long history. This fort is a regional historical asset and even a state historical asset and should be protected. This condition requires extra attention and people who care about preserving historical sites. It is highly recommended that managers and the government pay more attention to this matter by cleaning up wild grass and preventing it from growing again on fort buildings.

Another thing that tourists can do at Kastela Fort is to read the history of Kastela Fort. At the front of the fort there are information boards containing the history of Kastela fort, in this case it can be categorized as an attraction or element of something to do, namely an activity that tourists can do at the tourist attraction. This attraction is very educational to increase visitors' historical insight. The following is a portrait of the historical information board for Kastela Fort.



Figure 4. Kastela Fort Information Board

Documentation: Research 2024

Figure 4 is an information board containing the history of Kastela Fort. The material is made of iron and looks sturdy, but there are parts of the iron that are rusty. For this reason, handling and maintenance efforts are needed by means of painting. In the picture in the middle you can also see a monument whose paint has faded and can be painted at the same time so that this tourist attraction remains well maintained and attractive to tourists.

### Amenities

Amenities or facilities are also important things that need to be fulfilled in this tourist attraction. In this fort there is a building that has been damaged and is quite disturbing the view of the fort area at the front. According to the fort guard, the building was a building built by the local community and used as a prayer park. The building can be seen in the following image.



Figure 5. Buildings in the Kastela Fort Area

Documentation: Research 2024

Figure 5 is a picture of the buildings in the fort area which were built by the local community and then used as a recitation park. However, currently the building is no longer used and is experiencing damage due to lack of maintenance. This building needs to be repaired to parts that have been damaged, painted again on dirty walls, then the terrace can be cleaned by sweeping and mopping. This building can be used as an office or souvenir gallery that sells people's work in various forms, including food, crafts and so on. In this way, local communities can gain profits and new livelihoods.

When traveling, tourists usually prepare funds to buy local community work or food and drinks. Since there is no place to eat or souvenir gallery in this place, it is recommended to provide these facilities so that the unused building can function properly again and provide positive benefits for both the community and tourists.

At the front of the building there are also lots of dry leaves so that when tourists arrive, these leaves become the first sight which is quite disturbing. During the interview with the fort guards, there were actually two people who had been assigned as fort guards and were also tasked with cleaning the fort. Their services are also appreciated with a monthly salary by the government. They often clean the fort by sweeping and burning the rubbish in the fort area. However, because the wind was quite strong because it was located close to the beach, the land that had been swept became dirty again because new leaves had fallen and were scattered again.

For this problem, it can be recommended to increase the number of cleaning staff so that at any time someone is cleaning up rubbish in the fort area. Another optional offer is to increase the working hours of two existing workers with the consequence of increasing their wages.

Regarding rubbish, in this area there is not only leaf rubbish but when several observations were made, plastic rubbish was found. This happened because there were no trash bins in the fort area. For this reason, it is also necessary to provide rubbish bins in every corner of the Kastela Fort area.

### **Accessibility**

Accessibility is a component that cannot be ignored. Because no matter how good the attractions offered by a tourist attraction, if the place has difficult access for tourists, the attraction will be in vain. In terms of accessibility, Kastela Fort meets the requirements because it is easy to reach using various types of local transportation, both two-wheeled and four-wheeled. The following is a portrait of the road in front of Kastela fortress.



Figure 6. The road in front of Kastela Fortress

Documentation: Google Map 2024

Figure 6 is a photo of the road in front of Kastela Fort. The road to Kastela Fort is via the main road on Ternate Island then enters a small road towards residential areas in Kastela Village. Even though it is no longer on the main road, the road is paved and can also be passed by two-wheeled and four-wheeled vehicles as in Figure 6 above.

### **Conclusion**

Tourism is currently a lifestyle for most people in the world. Very dynamic tourism activities lead tourism to four travel trends, namely bleisure, wellness experience, deep and meaningful and set-jetting. Of the four tourism trends, historical tourism which uses historical sites as its attraction is deep and meaningful, which contains elements of historical tourism that relies on stories to strengthen the attractiveness of its attractions. Kastela Fort, located on Ternate Island, North Maluku Province, which is the first fort in the Maluku region, is one of the historical tourist attractions that the North Maluku government relies on. As a tourist attraction, this fort must have three main components, namely attractions, amenities and accessibility. In terms of

attractions, this fort is good, but maintenance needs to be increased or repaired and maintained regularly. Furthermore, in terms of amenities, there needs to be additional facilities that tourists need while visiting Kastela Fort. The last one is accessibility where this component has been provided very well by the government and with the help of the community who maintain the cleanliness and tidiness of the surrounding area so that it can provide a sense of comfort for visiting tourists.

## References

- Ariani, Meliyah. Zulhawati. 2023. *"Manajemen Destinasi pariwisata"*. Jambi: Sonpedia Publishing Indonesia.
- Fajrhi, N., Mahmud, F. P., Sailuddin, S. P., Talaohu, A. R., & Magfirah, S. (2023). Toponymy Analysis of Village Naming in Ternate. *Jurnal Sinestesia*, 13(1), 410-428.
- Muslimin, A. (2019). Pengembangan Desa Wisata Berbasis Konsep 3A (Atraksi, Amenitas, dan Aksesibilitas) (Studi Kasus di Desa Wisata Kampung Naga Tasikmalaya). *Jurnal Dinamika Manajemen* 13(2), 223-234.
- Pitana, I. (2009). *"Pengantar Ilmu Pariwisata"*. Yogyakarta: andi
- Pringle, R. D. (2019). The survey of the Walls of Ashkelon.
- Saragih, Hisarma., Hasugian, Jalatua Habungaran. 2022. *"Pembangunan pariwisata manajemen situs sejarah dan kearifan lokal di kota pematangsiantar"*. Jawa Barat: Yayasan Wiyata Bestari Samata.
- Sasauw, Fraijhon A., Sondakh MK., Mamengko, RS. (2021). Pemilikan dan Penguasaan Benda Cagar Budaya Menurut Undang-Undang Nomor 11 Tahun 2010 Tentang Cagar Budaya. *Jurnal Lex et Societatis*, Volume IX Issue 4, Oktober-Desember, 2021.
- Setiawan, Zunan., Yendri, Okma., Kusuma, Bagus Arya., Ishak, Riani Prihatini., Boari, Yosep., Paddiyatu, Nur Hikmah., Kartika, Titing. 2023. *"Perencanaan Dan Pengembangan Pariwisata"*. Jambi: Sonpedia Publishing Indonesia.
- Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisata.