

# DEVELOPMENT OF NATURAL TOURISM DESTINATIONS ON LEMUKUTAN ISLAND, WEST KALIMANTAN WITH CONSIDERATION TO ASPECT 4A (AMENITIES, ACCESSIBILITY, ATTRACTIONS, ANCHILLARY SERVICE)

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## ABSTRACT

Lemukutan Island located in Bengkayang Regency, West Kalimantan is the largest island in the Kabung Island, Penata Besar, Penata Kecil and Randayan Island clusters. Lemukutan Island has very beautiful natural tourism potential, with stretches of white sand on the beach and coral reefs that are still preserved, making the island a well-known natural tourism destination. Although it has natural tourism potential, its development is still not optimal. This study aims to develop the potential of natural tourism on Lemukutan Island in order to encourage tourists to visit. In this study, the author will examine the components of Natural Tourism Destination Development using Descriptive Qualitative Methodology through the four A approach, namely: Amenities, Accessibility, Attractions, and Ancillary Service. Data were obtained by conducting a literature study. Based on the results of the research conducted, the tourist attractions on Lemukutan Island are quite good, but there are several aspects that are not good enough such as Accessibility and Ancillary Service. Therefore, it is necessary to develop the potential of natural tourism on Lemukutan Island through cooperation between the community, government and investors.

**Keyword:** The island of Lemukutan, Nature tourism, Tourism Development.

## Introduction

Lemukutan Island is an island that is administratively included in the Sungai Raya Kepulauan District, Bengkayang Regency, West Kalimantan Province and has an area of 1,236 Ha (Sudiono, 2008). The majority of the people of Lemukutan Island work as fishermen and some others become tourism actors, such as renting accommodation, snorkeling equipment, and providing services as tour guides. Therefore, the local community is obliged to maintain the beach so that it looks clean and attractive to tourists. One of the areas that is often visited by the people of Lemukutan Island is Teluk Cina village. However, this is not balanced with the development of supporting tourism facilities in it. There are several aspects that have not been met such as, water transportation using klotok boats that have limited capacity and passengers are crowded together which can endanger passengers, and for Ancillary Service there is still very little in terms of the availability of security and health institutions. It is proven that there is no security post/Polairud (Water Police) on Lemukutan Island, for the polindes it is available only the medical personnel are inconsistent in providing health services on Lemukutan Island. For that reason, Lemukutan Island has not been optimal in terms of meeting the needs of tourists. Therefore, it is necessary to conduct a study on the carrying capacity of Lemukutan Island for the development of marine tourism with the four A approach, namely: Amenities, Accessibility, Attractions, Ancillary Service.

## Research Objectives

To analyze the current state of natural tourism development on Lemukutan Island with a focus on the four components of the 4A tourism framework: Attractions, Amenities, Accessibility, and Ancillary Services. To identify the gaps and challenges in existing tourism facilities and services on Lemukutan Island that may limit its potential as a tourism

destination. To explore potential improvements for Attractions, Amenities, Accessibility, and Ancillary Services that can enhance the tourism experience on Lemukutan Island. To propose strategic recommendations for sustainable tourism development by engaging local communities, government authorities, and potential investors to improve Lemukutan Island's appeal as a natural tourism destination. To evaluate the impact of enhanced tourism facilities on local community welfare, environmental preservation, and regional economic growth in the context of Lemukutan Island.

These objectives aim to establish a comprehensive understanding of the factors influencing tourism on Lemukutan Island and to outline actionable steps for its sustainable development.

## Literature Review

### *Lemukutan Island*

Lemukutan Island, located in Bengkayang Regency, West Kalimantan Province, is one of the very good natural tourist destinations with an area of 1,236 hectares and is an ecotourism area (BAPPEDA, 2020; Rudianto et al., 2020). Lemukutan Island is very well known by diving enthusiasts in West Kalimantan as one of the good diving and snorkeling spots. In addition, Lemukutan Island has clear sea water and beautiful stretches of white sand and if you are lucky you will find turtles which are protected marine biota (Rudianto et al., 2020; Sudarso, 2012)

### *Tourist*

Tourist, A.J. Burkart and S. Medik (1981) in Soekadijo (2000) define tourism as an activity of moving temporarily with a purpose outside the place where they usually live and work. Meanwhile, Kurt Morgenroth in Fajri (2016) defines tourism as an activity of leaving one's place of origin with the aim of becoming a consumer of cultural and economic civilization to fulfill the needs or desires of life. Today, tourism is no longer a foreign activity, especially for the Indonesian people. The progress of Indonesian tourism has made this activity no longer intended only as a tertiary need that provides a refreshing impact for those who do it, but is also based on other interests such as education, religion, industry, and others. In addition to having a positive impact on tourism actors, this activity is also believed to be able to have a significant impact on increasing the income of the community and tourism areas (Kusuma, 2015, p. vi). Affordability, consumers can reach the price set by the company. Products usually have several types in one brand and the prices also vary from the cheapest to the most expensive. With the price set, many consumers buy products.

### *Aspects of Destination Development*

Aspects of Destination Development, (Sunaryo, 2013) argues that the 4A aspect (Attraction, Amenity, Accessibility, Ancillary) is a component of the tourism development framework, which can be described as follows: Attraction, which includes the uniqueness of natural, cultural, and artificial tourist attractions. Amenity, which includes supporting facilities and supporting tourist attractions. Accessibility, which includes access to the location of the tourist attraction. Ancillary, which includes officers and institutions that support tourism activities.

Tourism Development According to Cooper et al. in Sunaryo (2013:159), the tourism destination development framework consists of the following main components:

1. Tourist Attraction Objects (Attraction) which include the uniqueness and natural, cultural and artificial attractions.
2. Accessibility, which includes ease of transportation facilities and systems.
3. Amenities, which include supporting facilities and supporting tourism
4. Public facilities (Ancillary Service) that support tourism activities

### *Natural tourism*

According to Pendit (2003) natural tourist attractions are attractions that originate from the beauty and wealth of nature. Tourist attractions can also be interpreted as something that is broadly in the form of attractions, inanimate objects or new relics created as a result of art and culture, or in the form of natural phenomena that:

1. Have attractions or interesting attractions
2. Easy to reach by means of vehicles
3. Provide temporary accommodation

While the definition of natural tourism according to Government Regulation No. 36, 2010 is a travel activity that is carried out, and the activity is carried out voluntarily, and is not continuous to enjoy all forms of uniqueness and beauty of nature found in a certain area. While natural tourism according to Government Regulation No. 36, 2010 is everything related to natural tourism itself, including entrepreneurs of an attraction and tourist attractions, and all businesses related to natural tourism itself. In general, the types of natural tourist attractions can be distinguished as (1) natural tourist attractions based on the potential for diversity and uniqueness of the natural environment in marine waters; and (2) natural tourist attractions based on the potential diversity and uniqueness of the natural environment in land areas.

### *Tourism Destination Development*

According to Suwantoro (2002) development is advancing and improving or enhancing something that already exists. Thus, tourism development can be interpreted as a process to develop destinations, areas and tourism businesses to be better so that they can provide benefits to many parties, especially the community. The development of the tourism sector has an impact on changes in the region in general, tourism is expected to provide job opportunities and improve community welfare and all of this cannot be separated from the role of the government in providing capital and training to communities around tourist areas (Lestari & Firdausi, 2017; Andayani et al., 2017). The tourism sector plays an important role in economic and social progress, is able to increase state or regional income, provide job opportunities, improve the welfare of local communities and can revive businesses such as hotels, travel agencies and restaurants (Wulandari, 2019; Wibowo et al., 2017).

### **Methodology**

This research was conducted on Lemukutan Island, West Kalimantan. This research uses a qualitative descriptive method through the four A approach, namely: Amenities, Attractions, Accessibility, and Ancillary Service. Data were obtained by conducting a literature study

### **Results and Discussion**

Potential tourism products to obtain factual data with several aspects, namely tourist attractions, amenities, accessibility, and additional services.

1. Attractions There are three types of tourist attractions that tourists can enjoy on Lemukutan Island, namely Mountains or highlands, marine/beach tourism, artificial tourism, namely clam conservation. as a tourist attraction on Lemukutan Island, the conditions and potential are quite good. So that from the three types of tourism available, tourists can do quite a lot of activities.
2. Amenities In supporting tourism activities on Lemukutan Island, the availability of Amenity aspects such as Lodging facilities, Public Transportation and Restaurants are already available on Lemukutan Island. Lodging or Homestays which are basically residents' houses that have been converted commercially as lodging for tourists visiting

Lemukutan Island are quite good, with traditional physical conditions being an attraction and characteristic for tourists visiting Lemukutan Island. The limited number of homestays is a problem if tourists are busy visiting Lemukutan Island.

3. Accessibility Road access from the airport/Pontianak – Teluk Suak/Samudra Indah pier is quite good, it is a cross-city road connecting Pontianak – Singkawang – Bengkayang Regency, Sungai Raya District. There are 2 piers that tourists can use to go to Lemukutan Island, namely Teluk Suak and Samudra Indah piers which are not far away and are still in the Sungai Raya District. For sea transportation services at Teluk Suak and Samudera Indah piers, it is quite good. This is because the number of tourists visiting is increasing.
4. Additional Services Based on the results of a literature study conducted by the author, it was found that Lemukutan Island still has very minimal security and health institutions. It is proven that there is no security post/Polairud (Water Police) on Lemukutan Island, for the Polindes it is available only the medical personnel are inconsistent in providing health services on Lemukutan Island. When asked by local residents and the Head of Teluk Cina Hamlet, he said that nurses and doctors who work at the health clinic do not live on Lemukutan Island, but live in Singkawang, distance and weather are factors that hinder health services on Lemukutan Island. There is already an information center on Lemukutan Island, which comes from the Lemukutan Island tourism awareness group.

#### *Development of Tourism Potential on Lemukutan Island*

Based on the West Kalimantan Regional Tourism Development Master Plan 2017-2032 Chapter II Article 2 concerning Regional Tourism Development Objectives include:

1. Maintaining the integrity of the natural ecosystem both in waters and on land and preserving cultural assets as well as the competitive advantages and competitiveness of world-class tourist destinations.
2. Developing internal and external accessibility and connectivity in order to facilitate the achievement, movement and delivery of tourists to all tourist destinations.
3. Developing the quality of tourism human resources (HR) both government HR, the business world and the community.
4. Increasing integration between the Government and local governments, between sectors, between stakeholders, between scientists and management in tourism development.

Based on the results of a literature study on the potential of natural tourism on Lemukutan Island by considering the four A aspects, namely Amenities, Accessibility, Attractions, and Anchillary Service. the author obtained results from several journals that interviewed stakeholders including the Head of Teluk Cina Hamlet, the Bengkayang Regency Tourism Office, the captain of the klotok boat, tour guides, homestay owners and tourists.

Based on the results of interviews with the Head of the Bengkayang Regency Tourism Office and the Head of the Bengkayang Regency Tourism Destination and Marketing Division regarding government efforts in developing natural tourism destinations on Lemukutan Island, it is known that Lemukutan Island is a leading tourist destination for Bengkayang Regency in particular and West Kalimantan Province in general which will continue to be developed, this is because:

1. Lemukutan Island has an underwater spot that can be developed into a diving and snorkeling spot supported by the presence of the Kima Shell Conservation Park.
2. Development of Water Games such as Banana Boat, Jet Sky, Cano, and others.
3. Development of fishing and island exploration tourism.
4. Potential for the development of Villa Accommodation Business, Lodging and Hotels.
5. Lemukutan Island has become a route for International Yacht Tourism Ships.

The development efforts that have been carried out by the Bengkayang Regency Tourism Office are the development of Human Resources through training for the community, so that they think creatively and are able to open businesses and jobs. In addition, the Bengkayang Regency Tourism Office implements the Bottom Up Policy, which means that ideas for development, construction, procurement, and supervision are carried out starting from the Lemukutan Island community itself. Through village meetings first, then sub-district meetings, and continued at Regency meetings to the Province.

Regarding the policy of tourism supporting programs and infrastructure on Lemukutan Island which are not the authority of the Office, the Bengkayang Regency Youth, Sports and Tourism Office coordinates across Regional Apparatus Organizations (OPD) so that there is synergy between development and construction programs on Lemukutan Island, for example: to improve the function of roads on Lemukutan Island, the Youth, Sports and Tourism Office synergizes the direction of the tourism supporting road construction program with the Bengkayang Regency Public Works Office, related to improving the health function on Lemukutan Island, the Youth, Sports and Tourism Office coordinates with the Bengkayang Regency Health Office so that the direction of the Village Health Center can be built on Lemukutan Island.

As a long-term effort that will be carried out by the Bengkayang Regency Tourism Office is to make Lemukutan Island a stopover for international yachts, by conducting studies and coordinating the construction of the pier with related agencies. Because Lemukutan Island was once a stopover for yachts in 2016. For this reason, the Bengkayang Regency Tourism Office will continue to make efforts to develop supporting tourism facilities on Lemukutan Island. The aspects that are already quite good are Attractions, namely the beauty of the natural landscape, the potential for mountain tourism, marine tourism and artificial tourism. Amenities such as homestays are quite good and have uniqueness as a positive value for tourists to Lemukutan Island.

## **Conclusion**

The potential for natural tourism on Lemukutan Island, Bengkayang Regency has quite good tourist attractions. This fairly good natural tourist attraction can be seen from the existence of mountain nature tourism, marine tourism and artificial tourism, namely the Kima Shell Conservation Park which can be enjoyed by tourists visiting Lemukutan Island. The condition of the natural tourism potential on Lemukutan Island is seen from the four aspects of tourist attractions (Attractions, Amenities, Accessibility and Anchillary Service). As for some of these aspects, the condition is not good enough, namely: Accessibility and Anchillary Service. The aspects that are quite good are Attractions, namely the beauty of the natural landscape, the potential for mountain tourism, marine tourism and artificial tourism. Amenities such as homestays are quite good and have uniqueness as a positive value for tourists on Lemukutan Island.

The development of tourism potential on Lemukutan Island can be said to be not good enough. This is because the rapid development of information technology has resulted in the increasing popularity of Lemukutan Island, thus triggering high tourist visits to Lemukutan Island. Considering that Lemukutan Island is an international yacht route, it has the potential to become an international tourist destination on Lemukutan Island. The government and the community have made development efforts, but there has been no synergy in the Lemukutan Island development programs, this is because in developing a tourist area, related agencies are needed to realize it. And the need for the private sector to develop Lemukutan Island in the form of investment in villa accommodation businesses, hotels and resorts. As well as the role of the community in planning and as an implementer of business actors.

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1. The author suggests that klotok boat transportation business actors pay more attention to passenger safety and comfort. The government, especially the Tourism Office and related agencies, provide or add a fleet of klotok boats for tourists, and quickly realize the repair of the Teluk Suak and Samudera Indah piers. And the Tourism Office coordinates with the health office regarding health services on Lemukutan Island.
2. The author suggests maximizing the potential of natural tourism on Lemukutan Island by paying attention to the provision of supporting aspects of tourism activities and the construction of a port as a place for international cruise ships to dock. Yachts are one way of development to increase tourism on Lemukutan Island.

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