

## THE ROLE OF 4A (ATTRACTION, AMENITY, ACCESSIBILITY AND ANCILIARY) ON THE DEVELOPMENT AND SUSTAINABILITY OF THE PRIGI BEACH TOURIST ATTRACTION IN TRENGGALEK REGENCY.

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### ABSTRACT

Based on data released by the Trenggalek Regency Tourism Office, the level of tourist visits in Trenggalek Regency in 2023 almost reached one million people, to be precise as many as 928 visitors. This figure increased significantly compared to 2022 which only recorded a tourist visit of 550 tourists. According to Sunyoto as Head of the Trenggalek Regency Tourism Office, the increase in tourist visits is one of the impacts of the opening of JLS via Tulungagung-Trenggalek which is currently accessible to the public. The high number of tourist visits has an impact on increasing the original revenue of the Trenggalek Regency. The number of tourist visits in a tourist destination is a measure of the success of the tourist attraction, as well as a strong and active role in contributing to improving the economy and community welfare. However, if the management is not done properly, it will cause losses to both the manager and the community. And in the end it will be abandoned by visitors so that it is not sustainable for the future. Based on the world tourism code of ethics, in the context of tourism as a sustainable development tool, it must protect the environment in order to meet the needs of present and future generations fairly. To fulfill all the principles of sustainable tourism needs to be supported by the 4A main elements in tourism, namely Attraction, Amenity, Accessibility and Anciliary. Cooper (2010), said to meet all the principles of sustainability tourism needs to be supported by 4A main elements in tourism, namely Attraction, Amenity, Accessibility and Anciliary.

**Keyword:** Sustainability Tourism; 4A (Attraction, Amenity, Accessibility and Anciliary) elements in Tourism.

### Introduction

One of the tourism potential that managed to become a flagship for Indonesia is sea or beach tourism which is a derivative of natural attractions. And the type of tourism that is experiencing rapid growth is one of marine tourism. Orams (1999: 9) provides a definition of marine tourism “those recreational activities that involve travel away from one's place of residence and which have as their host or focus the marine environment (where the marine environment is defined as the marine environment)”.

One's place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide- affected)”. Marine tourism includes travel by tourists to a destination, leaving their place of residence for recreational activities with a focus on utilizing the marine environment as the location of tourist activities. Including the marine environment as a tourist attraction. According to Orams, the marine environment can be defined as a marine or maritime area that is the center of tourist activities.

The legal umbrella that regulates the potential of marine tourism is regulated in the law of article 28 no 32 of 2014 concerning maritime affairs which contains the government with its authority to facilitate the development of marine tourism with reference to national tourism development policies, shown for the welfare of the people by considering aspects of the interests of local communities and local wisdom and must pay attention to marine conservation areas.

Indonesia is very rich in marine tourism, it has been seen from the geographical location of the Indonesian archipelago which is very strategic, namely in a tropical climate

area flanked by the continents of Asia and Australia, the Pacific and Indian oceans, to the meeting of the Eurasian, Indian-Australian, and Pacific continental plates.

So that Indonesia's wealth of marine natural resources is very diverse, including having a coral reef area of about 2.5 million hectares of having 569 types of corals (Giyanto et al., 2017). The area of Indonesian waters is 6,400,000 km<sup>2</sup>, the area of the Republic of Indonesia (land + waters) is 8,300,000 km<sup>2</sup>. The length of the coastline is 108,000 km. (Hydrographic and Oceanographic Center of the Indonesian Navy (Pushidrosal), Geospatial Information Agency (BIG) and Coordinating Ministry for Maritime Affairs, 2018). Seeing from the review of the area and wealth of marine tourism in Indonesia, there is no doubt that there are many marine tourism attractions in each region, as well as marine tourism in East Java province and Trenggalek Regency in particular. In Trenggalek district itself there are many beach tours that have been managed both by the private sector and by the local government. One of the famous marine tourism and a destination for local people and from outside the area is Prigi Beach. The location is very easy to reach especially now that the Southern Cross line has opened connecting Tulungagung and Trenggalek districts. Prigi Beach itself besides having a very beautiful view also has very complete facilities.

Based on data released by the Trenggalek Regency Tourism Office, the level of tourist visits in Trenggalek Regency in 2023 almost reached one million people, to be precise as many as 928 visitors. This figure increased significantly compared to 2022 which only recorded a tourist visit of 550 tourists. According to Sunyoto as Head of the Trenggalek Regency Tourism Office, the increase in tourist visits is one of the impacts of the opening of JLS via Tulungagung-Trenggalek which is currently accessible to the public. The high number of tourist visits has an impact on increasing the original revenue of the Trenggalek Regency Government. (<https://jatim.antaranews.com/berita/757326/jls-dibuka-kunjungan-wisatawan-ke-pesisir-trenggalek-terdongkrak#>)

The number of tourist visits in a tourist destination is a measure of the success of the tourist attraction, as well as a strong and active role in contributing to improving the economy and community welfare. However, if the management is not done properly, it will cause losses to both the manager and the community. And in the end it will be abandoned by visitors so that it is not sustainable for the future. Based on the world tourism code of ethics, in the context of tourism as a sustainable development tool, it must protect the environment in order to meet the needs of present and future generations fairly (Ardika, I Gede: 31, 2018). To fulfill all the principles of sustainable tourism needs to be supported by the 4A main elements in tourism, namely Attraction, Amenity, Accessibility and Ancillary. Cooper (2010), said to meet all the principles of sustainability tourism needs to be supported by 4A main elements in tourism, namely Attraction, Amenity, Accessibility and Ancillary.

The attraction of Prigi Beach Tourism has its own potential to attract tourists who visit, which has an easy and very beautiful access road, but if the tourist attraction of Prigi Beach is not managed properly and continues to innovate, it is possible that it will gradually be abandoned by visiting tourists.

For this reason, this study aims to analyze 4A (Attraction, Amenity, Accessibility, Ancillary) in Prigi Beach Tourism, Trenggalek Regency, and find obstacles and efforts faced based on 4A (Attraction, Amenity, Accessibility, Ancillary) in Prigi Beach Tourism, Trenggalek Regency. So that later it can be taken into consideration to make improvements in terms of better management and obtain a maximum number of tourists.

## Literature Review

### Methodology

This research uses a qualitative method approach which in its activities is naturalistic to understand a phenomenon with the aim of gaining enlightenment and understanding of social life based on real and detailed conditions (Setiawan, 2018). In the opinion of Moleong (2017: 6) qualitative research is research that intends to understand the phenomenon of what is experienced by subjects such as behavior, motivation, perception and action in the form of words and language, in a special context experienced. So that qualitative research emphasizes the processes produced in the field.

Data collection techniques in this study using Interviews are used as data collection techniques that are carried out by dealing directly with the respondents being interviewed. Observation is a data collection technique that requires direct or indirect observation of the study. Documentation is a way of storing a number of facts and data available in the form of photographs, audio recordings, and reports, which later the data obtained has an unlimited nature of space and time, so that it has the opportunity to find out what happened in the past (Noor, 2015). Then using literature study by collecting data with data sources from libraries, and journals related to previous researchers.

The data analysis used in this research is qualitative descriptive analysis, because this research aims to describe the tourist attraction in the area related to the 4A elements (Attraction, Amenity, Accessibility, and Ancilliary). The analysis technique used in this research also uses Meta analysis where it is possible to answer questions about the resulting problems that occur thanks to the various kinds of research that have existed before, but this analysis has shortcomings, namely due to the large amount of data or samples taken, there is a possibility of data refraction (Hunter and Schmidt, 1990).

## Results and Discussion

### *Overview of Prigi Beach Tourism*

Prigi Beach is a beach on the south coast located on the edge of the Indonesian Ocean administratively included in Tasimadu Village, Watulimo District, Trenggalek Regency, East Java, Indonesia. The distance from Trenggalek city center is about 48 km. In addition to being a frequently visited tourist attraction, Prigi Beach is also a national port, where the largest fishing ground on the south coast of Java Island.

Visitors who come to this beach can enjoy their time by fishing, camping, tennis or just stay in some hotels near the beach and enjoy the beautiful atmosphere. Prigi Beach will become more crowded in the month of Selo, the Javanese calendar, as the fishermen on this beach will hold the traditional ceremony of Larung Sembonyo, which is an annual ceremony as a form of gratitude to God for the abundant sea products. Apart from being a thanksgiving ceremony, locals also believe that the Larung Sembonyo ritual is held as a form of wedding commemoration in the history of Raden Tumenggung Yudha Negara, a chief soldier of the Mataram Kingdom who succeeded in opening the Prigi area with a guarantee of willingness to marry Princess Gambar Inten.

Because the location is easy to reach and in terms of tickets and other travel expenses are relatively economical, this beach is usually always visited, especially on weekends. The entrance ticket is priced at Rp. 10,000 per person. For parking tickets motorcycles Rp. 2000, cars Rp. 5000 and large buses Rp. 20,000. According to Mr. Sutrisno as the guardian of the entrance ticket, the opening hours of this Prigi Beach tourist attraction are from 07.00 am to 4 pm. The average number of visitors on weekdays is 100 - 200 people while on weekends it can reach 700 - 1000 visitors.

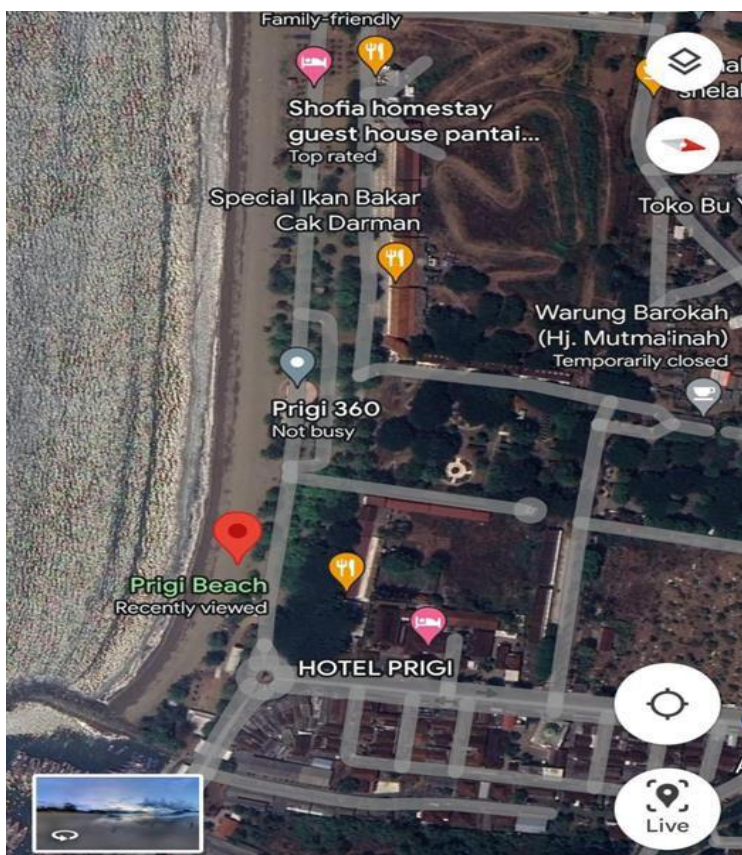


Figure 1. Location of Prigi Beach Tourism  
Source: Google Map 2024



Figure 2. Prigi Beach seen from a drone aircraft  
Source: Kellogs NYC 2022



Figure 3: With Mr. Sutrisno the entry guard counter and the ticket information board  
Source : Researcher document

#### 4A Identification at the Object of Prigi Beach Tourism Trenggalek

##### 1. Attraction

Based on the results of observations and interviews conducted with one of the staff from the Trenggalek Regency Tourism and Culture Office (entrance counter guard), it can be described that the attraction of Prigi beach tourism is the view of the sea and the exotic atmosphere of the beach with white sand around the edge of the beach is a special attraction for visitors. Beautiful sea view with white sand becomes more interesting with the view of fishing boats that pass around the harbor.

##### 2. Amenity (Facilities)

If we look in terms of amenities or facilities related to the availability of accommodation facilities to stay overnight as well as restaurants or stalls for eating and drinking, other needs needed by tourists, such as public toilets, rest areas, parking lots, and worship facilities, based on observations of observations made by researchers on Amenities or facilities at Prigi Beach are considered very complete. The results of researcher interviews with tourists or beach visitors obtained info that the supporting facilities here are very complete but lack good maintenance. "The facilities here are quite complete and new, there are toilets, gazebos, prayer rooms, canteens, places to eat, parks, large parking lots, but many facilities are not managed or maintained properly so they seem unkempt. It's a shame" (source of interview with local tourist) "The public facilities are complete but like in the toilets where the faucet handles are all broken, the park is not maintained, the changing place is left unattended, it really makes the view not good." (Source of interview with local tourist) Based on the observations of researchers and also the results of interviews with informants, the author's opinion is that some of the facilities here do not look well maintained, giving the impression of being neglected and unkempt.



Figure 4: The Toilet is not functional and Looks dirty  
Source: Researcher document

### 3. Accessibility

In an effective tourism marketing strategy, there is a need for easy accessibility to get to tourist attractions, for example land, sea, air transportation, public vehicles and private vehicles. In addition, telecommunications access is very important in supporting the publication of tourism destinations through social media and other publications. Based on the results of interviews regarding the tourist attraction of Prigi Beach, this is in accordance with direct information from a visitor named Kalis from Tulungagung Regency “Road access to Prigi Beach is very easy supported by beautiful scenery along the way to the Prigi Beach tourist attraction but has not been supported by public transportation models so that it can only be reached by private vehicles, cars, or motorbikes”. Based on the observations of the researcher and also the results of the interview, the author argues that the information that has been submitted by the informant is indeed true, namely that road access is very good but has not been supported by a supporting public transportation model.

### 4. Ancilliary (Facilities or supporting services)

Ancilliary relates to the availability of an institution, organization, or person who takes care or manages the tourist destination. This is very important because even though tourist destinations already have good accessibility and amenity attractions, if no one organizes and manages them, it is certain that in the future they will become abandoned or unsustainable. Examples include: security posts, information centers, tourist attractions, tour guide services, health centers, etc. From the results of interviews with the Tourism and Culture Office of Trenggalek Regency as the manager of Prigi Beach tourism objects, a statement was obtained that the relevant

tourism office did have an effort to increase the potential development of Prigi Beach tourism attraction.

Problems faced in the development of tourist attractions in terms of 4A (Attraction, Amenity, Accessibility, Ancilliary) Constraints and problems faced in the tourism object Prigi beach among others:

- a. Facilities that are less well maintained
- b. Cleanliness is not maintained due to lack of responsibility both by the tour manager and the tourists themselves.
- c. Access to Prigi beach attractions has not been supported by public transportation modes.
- d. Lack of tourism attractions such as water sports, art performances and other supporting recreational facilities.

Based on the observations it can be concluded that in addition to planning the construction of adequate facilities at tourist attractions must also be balanced by responsibility in maintaining and preserving the environment and facilities.

### **Conclusion**

Based on the results of the research conducted, the authors conclude that the general description of the tourist attraction of Prigi Beach through the 4A concept identification approach (Attraction, Amenity, Accessibility, Ancilliary) the facilities are fairly complete but some of these facilities are not well maintained and some facilities are damaged and abandoned so that they need immediate repair or maintenance. As well as the lack of interesting tourist rides such as other nearby tourist areas so that visitors move to visit other beaches in the Trenggalek Regency area and beaches in Tulung Agung Regency.

Based on the above conclusions, several recommendations can be made as follows:

1. Promote Prigi beach attractions and also add more water sports facilities, water tourism rides, and more art performances to help promote tourism objects and again make Prigi Beach one of the prima donna tourist destinations in Trenggalek Regency.
2. Open a pioneering public transportation route that connects Prigi beach and other nearby beaches with the nearest terminal or other hospitality points.
3. Employ more professional cleaning and maintenance officers, for example through cooperation with outsourcing cleanliness and maintenance of facilities so that complete facilities can be maintained cleanliness, maintenance and sustainability.
4. Provide many signs of appeal to visitors and also the surrounding community to maintain cleanliness and environmental sustainability.

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