



Improving Tourist Attraction Quality at Tiga Warna Beach Malang, East Java

Reza Akbar Satriayudha
Applied Master Program in Tourism Business Planning
Tourism Department, Politeknik Negeri Bali, Indonesia
e-mail: rezaakbars20@gmail.com

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Abstract: Purpose: This paper is to find out the green tourism application on Tiga Warna Beach, Malang, East Java, Indonesia, with SWOT (strengths, weaknesses, opportunities, and threats) analysis.

Research methods: This research uses qualitative descriptive method and is done by observing the existence and situation that happens in the field of research and studying some related literatures.

Findings: Tiga Warna Beach is a beautiful and attractive destination for tourists but some restrictions make this beach less crowded every day. Tourists who visit are satisfied with the natural beauty served. The final results of development strategies are based on the analysis of SWOT.

Implication: A macro business perspective is required for Tiga Warna Beach. Local people and the government should work together by focusing on the common benefits of the destination rather than on opportunistic objectives.

Keywords: Beach, Tourism development, Attraction quality, SWOT analysis.

INTRODUCTION

Green tourism is a term used for sustainable tourism practices which are substantively covered in environmentally, economically and socio-cultural sustainability (Azam & Sarker, 2011). Furthermore, according to Ringbeck et al. (2010), green tourism must implement four pillars, namely reducing carbon emissions resulting from the tourism activities carried out, biodiversity conservation, good waste and waste management, and maintain sustainable availability of water resources. Java Island is an island in Indonesia and is the 13th largest island in the world. With a population of approximately 160 million, it is the most populous island in the world and is one of the most populous places in the world. Even though it only ranks as the 5th largest, Java Island is inhabited by 60% of Indonesia's population. This figure is down when compared to the population census in 1905 which reached 80.6% of the total population of Indonesia. The decline in population in Java as a percentage is due to population movement (transmigration) from Java to all of Indonesia.

East Java is a province in Indonesia that offers various types of tourist attractions. This area offers various natural attractions, from mountains, beaches, caves, to waterfalls. In general, almost every district or city in East Java has

unique tourist destinations, such as Ijen volcano in Banyuwangi, Baluran National Park in Situbondo, Tiga Warna Beach in South Malang, and so on.

Malang City (Kota Malang) is a city located in East Java (Jawa Timur) Province, Indonesia. It is the second largest city in East Java after Surabaya, and the 12th largest city in Indonesia. Tourism in Malang City is quite large. In 2016, the number of domestic tourists in Malang was 3,987,074 people, while foreign tourists were 9,535 people. The number of tourists in 2016 was a significant increase from the previous year. Because it is close to the South Coast of Java Island (Pantai Selatan Pulau Jawa), Malang has various kinds of beaches. For example, the famous Tiga Warna Beach. Opened in 2014, Tiga Warna Beach has started to become a famous tourist attraction and a favorite among tourists. Tiga Warna Beach has three different water colors according to its depth, namely red, green, and blue. Tiga Warna Beach is located in Tambak Rejo Village, precisely in the Sendangbiru conservation area, Malang Regency, East Java.

The area of Tiga Warna Beach is still natural and its cleanliness and beauty are really maintained. The thing that distinguishes Tiga Warna Beach tourism from other beach tourist locations is the cleanliness standard. When entering the entrance to Tiga Warna Beach, visitors are required to show all luggage related to food and drinks. After finishing the tour, when going home the items are again recorded. Data collection of luggage to officers is intended so that visitors do not leave trash in the coastal area. If this happens, visitors must be pay up to IDR 100,000.

RESEARCH METHODS

Some authors suggest using a qualitative methodology in the field of tourism because it can help researchers to have a deeper understanding of certain topics through participant voices (Banki & Ismail, 2015). The method used is qualitative research using descriptive data collection techniques through observation and literature study. The data will be explained and discussed before drawing conclusions and recommendations that are considered consistent with the research results.

FINDINGS

Tiga Warna Beach has their sign place on tree with red background colour (figure 1). At this beach, visitors can do snorkeling to enjoy the beauty of the underwater park. They can enjoy the beautiful coral reefs and a variety of fish there. Tiga Warna Beach is the only snorkeling spot in Malang. Tiga Warna Beach is next to Sendang Biru Beach. The beachfront view is dominated by Sempu Island. Pantai Tiga Warna is a natural conversion area managed by Clungup Mangrove Conservation (CMC).



Figure 1. Tiga Warna Beach Sign
(Source: Reza Akbar Satriayudha, 2021)



Figure 2. The tourists are enjoying Tiga Warna Beach.
(Source: Reza Akbar Satriayudha, 2021).

On figure 2, some factors that make Tiga Warna Beach the best beach in East Java are cleanliness, quality of tourist destinations, parking facilities, local tour guides, accommodation, ease of reaching tourist locations, quality of service, cooperation with the government and private sector, the impact of the tourist destination on the local residents, and the use of technology to facilitate tourists.

According to Abreu-Novais et al. (2016), studies on destination competitiveness which have gained scholarly attention in the early 1990s, are still significant due to the tough competition amongst tourism destinations. Competition is inherent to societies and tourism destination territories are not an exception. It is assumed that a competitive advantage requires the management's ability to balance the multidimensional components of the tourism system.

Dwyer et al. (2016) argue that a key element of a successful tourism industry is the ability to recognize and deal with change around the world. Key trends and the way these trends interact, “a destination is competitive if it can attract and satisfy potential tourists and this competitiveness is determined by tourism-specific factors and by a wider range of factors affecting tourism service providers. SWOT analysis, which includes efforts to identify the strengths, weaknesses, opportunities, and threats that determine company performance. External information regarding opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles, partners in other companies. According to (David, 2006) all organizations have strengths and weaknesses in the functional areas of the business, which can be used as a basis for the goals and strategies of an organization.

Many companies use the services of scanning agencies to obtain newspaper rivets, research on the internet, and analysis of relevant domestic and global trends (Daft, 2010). Rangkuti (1998) explains that SWOT analysis is the identification of various factors systematically to formulate a company strategy. According to Irham (2013) to analyze more deeply about SWOT. SWOT analysis of tourist destinations is to get strengths, weaknesses, opportunities and threats that will be overcome in the future development of this destination. SWOT analysis is a comprehensive assessment of a company's strengths, weaknesses, opportunities and threats (Kotler & Armstrong, 2001). Or in other words, S-W-O-T is used to assess the strengths and weaknesses of the company's resources and the external opportunities and challenges it faces (Jogiyanto Hartono, 2018).

Strengths

The strengths of Tiga Warna Beach are: (1) Tiga Warna Beach uses a booking system to visit, (2) Has an attraction in the form of Tiga Warna Beach based on its depth, (3) Guaranteed quality of beach cleanliness, (4) Utilizing local residents to develop destinations.

Weaknesses

The weaknesses of Tiga Warna Beach are: (1) The parking area is quite far from the beach, (2) The weather is very hot around the coast, (3) The number of visitors is limited per day so that the income that can be obtained does not increase every day, (4) Access to the beach is quite far and difficult if you don't use a two-wheeled vehicle.

Opportunities

The opportunities of Tiga Warna Beach are: (1) Tiga Warna Beach has several attractions, such as tracking, snorkeling, camping, (2) The number of tourists coming to Malang Selatan is increasing, (3) Tiga Warna Beach can raise the economy of the local population, (4) Rapid development in South Malang.

Threats

The threats of Tiga Warna Beach are: (1) Lack of competition with other tourist areas in East Java, (2) The threat of a tsunami by the BMKG that could occur in the south of Java, (3) Other beaches around South Malang only need to pay for parking and there is no limit to visitors per day. According to Rangkuti (1998), the success of a predetermined strategy is largely determined by the level of suitability of the strategy with changes in the environment, competitors, and the organizational situation of the factors in formulating a strategy. According to

Strengths, Weaknesses, Opportunities and Threats analysis, the strategies that can be used to develop this destination are as follows.

S-O (Strengths-Opportunities) Strategy

This study follows the argument that a destination must strengthen its competitive position by outperforming competitors in meeting tourist needs (Pansiri, 2014). Strategies that optimize strengths to take advantage of these opportunities include: (1) Doing more destination marketing in order to attract tourists to come every day, especially during long holidays, especially tourists who are outside the province of East Java. (2) Increasing the role of local residents to develop this destination so that local residents also get more impact, especially in the economic sector.

W-O (Weaknesses-Opportunities) Strategy

This strategy is carried out to cover weaknesses in this tourist destination, such as: (1) Making a closer parking area so tourists are not too tired when visiting Tiga Warna Beach. (2) Increasing the maximum number of visitors per day so that the beach is not empty of visitors.

S-T (Strengths-Threats) Strategy

Creating a strategy to avoid existing threats can be done by: (1) Being more often use social media accounts to be used as destination promotional media, (2) Anticipating the threat of disaster by calling BMKG to analyze the threat.

W-T (Weaknesses-Threats) Strategy

This strategy is carried out to minimize weaknesses in the destination and to avoid threats: (1) Improving the quality of services provided so that tourists don't feel afraid to come again, (2) Providing facilities to reduce tourists' fatigue when walking from the parking area to the beach. Implementing the right strategy in developing and managing destination advantages, then being able to compete with other destinations that provide similar products, in the future the sustainability of the destination will be guaranteed.

CONCLUSIONS

Tiga Warna Beach is a beautiful and attractive destination for tourists from various regions to visit, but the presence of restrictions makes this beach less crowded every day, even so, tourists who come are satisfied with the natural beauty that is served. In order to be able to focus on the competitiveness of a destination, a macro business perspective is required for the entire tourism industry, meaning that all local people and the government should work with each other by focusing on the common benefits of destination rather than on opportunistic objectives.

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