# DEVELOPMENT OF THE LARITI BEACH TOURIST DESTINATION, BIMA REGENCY, WEST NUSA TENGGARA

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**ABSTRAK**

The development of the tourism industry is a huge opportunity for the national and regional economy which has an impact on increasing local revenue, where the government as a facilitator and has a strategic function in realizing efforts that lead to the development of the tourism industry through its institutional leadership in terms of planning, development, tourism policy spending, and enforcement of regulations, so that regional tourism gets more in-depth attention, especially tourism assets that have potential that are not only of historical value but have other assets where tourism assets have economic value.

This study aims to determine whether the presence of 4A elements (Attraction, amenity, Accessibility, anciliary) can affect the development of the Lariti Beach destination, Bima Regency. The research approach used is descriptive qualitative. By using data collection techniques through interviews with informants that are considered to have the potential to provide information about the development of Paiantai Lariti Tourism Destinations, Bima Regency.

The results show that Lariti Beach is very possible to continue to be developed into a favorite tourist destination in Bima Regency. By applying the 4A elements (attactionts, amenities, accessibility, and anciliary) it is very influential on the development of the Pariti Beach destination, Bima Regency.

**Keywords**: Policy, Implementation, Tourism Destination Development.

## CHAPTER 1
## PRELIMINARY

**A.** Background

The development of the tourism industry is a huge opportunity for the national and regional economy which has an impact on increasing local revenue, where the government as a facilitator and has a strategic function in realizing efforts that lead to the development of the tourism industry through its institutional leadership in terms of planning, development, tourism policy spending, and enforcement of regulations, so that regional tourism gets more in-depth attention, especially tourism assets that have potential that are not only of historical value but have other assets where tourism assets are of economic value (Suwantoro: 2002).

The development of tourism in Indonesia can be seen from the strategic plan that has been formulated by the Indonesian Ministry of Culture and Tourism, namely:

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1. Improving the welfare of the community by opening up opportunities and employment opportunities as well as equitable development in the tourism sector
2. Realizing sustainable tourism development so as to provide socio-cultural, socio-economic benefits for the community and region, as well as maintaining environmental quality
3. Increase tourist satisfaction and expand market share.
4. Creating a conducive climate for the development of Indonesian tourism as productive, transparent, and free of KKN to carry out the function of service to the community, in an institution that is an accountable mandate.

Bima Regency has several tourism potentials that can be developed, one of which is Lariti Beach located in Soro Village, Lambu District, Bima Regency, West Nusa Tenggara which is still in the development stage. Lariti Beach was originally discovered by a group of young people who are now formed as Lariti Komunity, where in 2007 they just relaxed by camping on the beach. The development was started by Lariti Komunity in 2016 and then Pokdawis was formed to continue the management and development of tourist destinations.

The Bima Regency Tourism Office has formed a Tourism Awareness Group (Pokdarwis) from each sub-district that has tourism potential. In addition, the presence of Pokdarwis is also to support the priority program of the Bima Regency Government in the development of Lariti Beach Tourism Destinations.

Pokdarwis is one of the institutional forms formed by the community who has concern and responsibility and plays a role in supporting the creation of a conducive climate and the realization of Sapta Pesona (safe, orderly, clean, cool, beautiful, friendly and memorable elements) so that it can encourage development and development. tourism in an area .

**B. Formulation of the problem**

Based on the background that has been stated above, the formulation of the problem in this study is:

1. What is the Policy of the Tourism Office in Developing Lariti Beach Destinations, Bima Regency?
2. How is the Implementation of the Development of Lariti Beach Tourism Destinations in Bima Regency?
3. What is slowing the development of the Lariti Beach Tourism Destination, Bima Regency?

**C. Research purposes**

Based on the formulation of the problem that has been stated, the objectives of this study are to:

1. To find out how the policy of the tourism office in developing Lariti Beach Destinations, Bima Regency.
2. To find out how the implementation of the development of Lariti Beach Tourism destinations in Bima Regency.
3. To find out what is slowing the development of Lariti Beach tourism destinations.

**D. Benefits of research**

From the formulation of the problem and research objectives mentioned above, this research is expected to provide benefits:

1. Theory Benefits

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Can be used as information for researchers and students as a reference for further research and also as input for the development of science, especially the Master of Management study program.

2. Practical Benefits

Can contribute ideas for solving practical problems related to various factors that influence the development of tourist destinations. So that the results of this study are expected to be useful for the government to support the improvement of tourism in Bima City.

## CHAPTER II
## LITERATURE REVIEW

### A. Travel Destinations

Tourist destinations are everything that is in a tourist destination which is an attraction so that foreign tourists and local tourists want to come and visit the place.

According to Hardinoto (1996), a tourist destination is a specific area chosen by a visitor where he can stay for a certain time. The word destination can be used for a planned area, which is partly or wholly with amenities and services for tourism products, recreational facilities, restaurants, hotels, attractions, retail stores that are needed by visitors.

Talking about tourist destinations is definitely closely related to increasing natural resources and increasing the economy of a region or country. The balance between economy and ecology is a basic principle in the management of tourist attractions so that the benefits of sustainable development are also real things that are felt by everyone.

A destination must have various facilities needed by tourists so that a tourist's visit can be fulfilled and feel comfortable. The various needs of tourists include transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items. The availability of various facilities needed will make tourists feel comfortable, so that more tourists will visit.

One of the biggest attractions in a tourist destination is an attraction, whether it be in the form of art performances, recreation, or the presentation of a unique and preserved local cultural package. Attractions can be in the form of all the daily activities of local residents along with the physical setting of the village location that allows the integration of tourists as active participation such as learning dance, language, batik as in Krebet Tourism Village, playing traditional musical instruments, plowing rice fields, planting rice, seeing community cultural activities. local,

### B. Tourism Development

Tourism planning and development is a dynamic and continuous process towards a higher value level by making adjustments and corrections based on the results of monitoring and evaluation as well as feedback on the implementation of previous plans which are the basis of policies and are missions that must be developed. Tourism planning and development is not a stand-alone system, but is closely related to other inter-sectoral and inter-regional development planning systems. Tourism planning must be based on conditions and carrying capacity with the aim of creating mutually beneficial long-term interactions between the achievement of tourism

development goals, increasing the welfare of local communities, and sustainable environmental carrying capacity in the future (Fandeli, 1995).

Tourism planning must be based on conditions and carrying capacity with the aim of creating mutually beneficial long-term interactions between achieving tourism development goals, increasing the welfare of local communities, and sustaining environmental carrying capacity in the future.

Indonesia as a developing country in its development stage, is trying to build a tourism industry as a way to achieve a balanced foreign trade balance. The current development of tourism is not only to increase the country's foreign exchange and local government income. However, it is also expected to expand business opportunities in addition to providing new jobs to reduce unemployment. Tourism can raise the standard of living of people living in tourist destinations through economic benefits, by developing supporting facilities and providing recreational facilities, tourists and local residents benefit from each other. The development of tourist areas should reflect the cultural, historical and economic levels of the tourist destinations. Tourism is not only a source of foreign exchange, but is also a factor in determining the location of industries in the development of areas that are poor in natural resources so that tourism development is one way to advance the economy in these less developed areas as a result of the lack of natural resources. nature (Yoeti, 1997). Gunn (1988), defines tourism as an economic activity that must be viewed from two sides, namely the demand side and the supply side.

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments.

In some areas a new thought has developed related to the notion of tourism. The phenomenon of education is needed in this form of tourism. This is as defined by the Australian Department of Tourism which defines tourism as nature-based tourism by including education and interpretation of the natural environment and community culture with ecological sustainability management. This definition emphasizes that the related aspects are not only business as well as other forms of tourism, but are closer to special interest tourism, alternative tourism or special interest tourism with natural tourism objects and attractions.

Based on the definitions above, there are five important things that underlie tourism activities:

1. Responsible travel, meaning that all actors in tourism activities must be responsible for the impact of tourism activities on the natural and cultural environment
2. Tourism activities are carried out to/in areas that are still natural ( *nature made* ) or in/to areas that are managed based on natural rules.
3. The goal is not only to enjoy the charm of nature, but also to gain additional knowledge and understanding of various natural and cultural phenomena.
4. Provide support for nature conservation efforts.

Improving the welfare of the local community

### C. Tourist Destinations

Leiper (in Gde Pitana, 2005: 99) suggests that a tourist destination (tourist destination) is a systematic arrangement of three elements. A person with tourism needs is the core (what features or characteristics of a place they are going to visit) and at least one marker (core information).

Someone who travels is influenced by factors that become the attraction that makes someone willing to travel far and spend quite a lot of money. An area must have a great potential for attraction so that tourists want to make the place a tourist destination

An area that develops into a tourist destination is influenced by several important things, such as:

1. Attractive to clients.
2. Facilities and attractions.
3. Geographical location.
4. Transportation route.
5. Political stability.
6. Healthy environment.
7. There are no government restrictions/restrictions.

A destination must have various facilities needed by tourists so that a tourist's visit can be fulfilled and feel comfortable. The various needs of tourists include transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items (Gde Pitana, 2005: 101). The availability of various facilities needed will make tourists feel comfortable, so that more tourists will visit.

One of the biggest attractions in a tourist destination is an attraction, whether it be in the form of art performances, recreation, or the presentation of a unique and preserved local cultural package. Attractions can be in the form of all the daily activities of local residents along with the physical setting of the village location that allows the integration of tourists as active participation such as learning dance, language, batik as in Krebet Tourism Village, playing traditional musical instruments, plowing rice fields, planting rice, seeing community cultural activities. local government, and others (Ministry of Culture and Tourism, 2011: 13).

**D. Tourist Attraction**

The Law of the Republic of Indonesia Number 10 of 2009 concerning tourism states that a tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth which is a means or purpose of tourist visits.

A tourist attraction, also called a tourist attraction, is a potential that drives the presence of tourists to a tourist destination. According to Suwantoro in his book *Basics of Tourism* (1997:19) says that tourist objects and attractions are grouped into:

1. The exploitation of tourist objects and attractions is grouped into exploitation of natural tourist objects and attractions, exploitation of cultural tourism objects and attractions, exploitation of special interest tourist objects and attractions.
2. Generally the attractiveness of a tourist attraction is based on:
3. There are resources that can create a sense of pleasure, beauty, comfort and cleanliness.
4. There is high accessibility to be able to visit it.
5. There are special features / specifications that are rare.
6. There are supporting facilities and infrastructure to serve the tourists who attend.
7. Natural attractions have an appeal because of the beauty of nature, mountains, rivers, beaches, sand, forests and so on.

**E. Tourism Infrastructure**

Tourism infrastructure is natural resources and man-made resources that are absolutely needed by tourists traveling in tourist destinations, such as roads, electricity, water,

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telecommunications, terminals, bridges and so on. For the readiness of tourist objects to be visited by tourists in tourist destinations, tourism infrastructure needs to be built according to the location and condition of the tourism object in question (Suwantoro, 1997: 21).

The development of tourism infrastructure that takes into account the conditions and location will increase the accessibility of a tourist attraction which in turn will be able to increase the attractiveness of the tourist attraction itself. In addition to the various needs mentioned above, other tourist needs also need to be provided in tourist destinations such as banks, pharmacies, hospitals, gas stations, shopping centers and so on.

In carrying out the development of tourism infrastructure, there is a great deal of coordination between the relevant agencies along with tourism installations at various levels. The support of relevant agencies in building tourism infrastructure is indispensable for the development of tourism in the region. Coordination at the planning level followed by coordination at the implementation level is the main capital for the success of tourism development.

In the development of tourism infrastructure, the government is more dominant because the government can take multiple benefits from the development, such as to increase the flow of information, the flow of economic traffic, the flow of human mobility between regions and so on which of course can increase business and work opportunities.

What is meant by infrastructure are all facilities that enable the economic process, in this case the tourism sector can run smoothly in such a way that it can make it easier for humans to fulfill their needs. So its function is to complete tourism facilities so that they can provide services as they should.

Tourism infrastructure is all the main or basic facilities that allow tourism facilities to live and develop in order to provide services to tourists. Tourism infrastructure is natural resources and human resources that are absolutely needed by tourists on their journey to tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so on (Suwantoro 2004: 21).

Special infrastructure for tourism can be said to be non-existent. The development of tourism infrastructure that takes into account the conditions and location will increase the attractiveness of the tourism object itself. In addition to the various needs mentioned above, the needs of other tourists also need to be provided in tourist destinations, such as banks, pharmacies. For more details, Infrastructure is divided into three components:

1. Public Infrastructure, namely infrastructure related to general needs for the smooth running of the economy. Included in this group are:
   - clean water network,
   - Electric network,
   - Road Network,
   - Dainase : Sanitation and Sewerage
   - Waste System and
   - Telecommunication Network and Internet
2. Supporting Infrastructure (Hospital, Pharmacy, Trade Center, Government Office, Banking)
3. Tourism Infrastructure (Information Office, Promotional and Recreational Places, Coast Guard)

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### F. Tourism Facilities

Tourist facilities are the completeness of tourist destinations needed to serve the needs of tourists in enjoying their travels. The development of tourist facilities in tourist destinations and certain tourist objects must be adapted to the needs of tourists both quantitatively and qualitatively. More than that, market tastes can determine the demands of the facilities in question. Various tourist facilities that must be provided in tourist destinations are hotels, travel agencies, means of transportation, restaurants and restaurants and other supporting facilities. Not all attractions require the same or complete facilities. Procurement of tourist facilities must be adjusted to the needs of tourists.

Tourism facilities quantitatively indicate the number of tourist facilities that must be provided, and quantitatively which indicates the quality of services provided and which is reflected in the satisfaction of tourists who receive services. In relation to the type and quality of service of tourist facilities in tourist destinations, a standard tourist standard has been prepared, both nationally and internationally, so that tourism facilities providers only need to choose or determine the type and quality to be provided (Suwantoro, 1997: 23).

Tourism facilities are things whose existence is related to efforts to make more tourists come, spend more money in the places they visit. In tourism, there are three types of facilities, namely:

1. **Basic Tourism Facilities (** *main tourism superstructure* **)**

Namely companies whose function is to provide basic tourism facilities. This facility is also divided into three parts, including:

    a. *Receptive Tourist Plan* Is a company that prepares trips and organizes tours, *sightseeing* for tourists. Examples: *travel agents, tour operators, tourist transportation* , and others.

    b. *Residential Tourist Plan* Is a company that provides services for overnight stays, for example: hotels, motels, and other types of accommodation.

        1. Transportation companies (tourist transportation both land, sea and air)

        2. Restaurants/Eating places

2. **Tourism Complementary Facilities (** *supplementing tourism superstructure)*

Tourism complementary facilities are companies or places that provide facilities whose function is to complement basic facilities and make tourists stay longer in a DTW. (Suwantoro, 1997)

    a. Agility Means

    b. Tourist equipment or recreational and water sports facilities.

3. **Tourism Supporting Facilities (** *supporting tourism superstructure* **)**

Tourism Supporting Facilities are companies that support complementary and basic facilities. Functioning not only keeps tourists on hold longer but serves to make tourists spend more money in the areas they visit, such as:

    a. Karaoke/ *Entertainment*

    b. Tourist Attraction Room

### G. Tourism Development

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Tourism is not only a source of foreign exchange, but is also a factor in determining the location of industries in the development of areas that are poor in natural resources so that tourism development is one way to advance the economy in these less developed areas as a result of the lack of natural resources. nature (Yoeti, 1997). Gunn (1988), defines tourism as an economic activity that must be viewed from two sides, namely the demand side and the supply side. He further stated that success in tourism development in an area is very dependent on the ability of planners to integrate both sides in a balanced way into a tourism development plan.

### H. Government Policy and Ripparda Benefits in Tourism Development

Based on the Constitution of the Republic of Indonesia No. 10 of 2009 concerning Tourism, Tourist destination areas, hereinafter referred to as Tourism Destinations, are geographical areas located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. tourism.

If referring to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 10 of 2016, what is meant in the Master Plan for Regency/City Tourism Development (RIPPARDA or RIPPAR-KAB/KOTA) is a district/city tourism development planning document for a period of 15-25 years. The RIPPARDA document must contain several discussions, including the potential and problems of tourism development, strategic issues that must be answered, the position of tourism development in regional development policies, vision, mission, goals, targets, policies, strategies, plans, and indications of development programs. tourism. For this reason, the preparation of the Master Plan for Tourism Development in the district/city cannot be ruled out.

# CHAPTER III
# RESEARCH METHODS

### A. Types of research

This type of research uses descriptive qualitative research. Where the researcher will report the results of the research based on the view of the data and analysis of the data obtained in the field, then described in the research report in detail. Qualitative research was carried out using naturalistic methods, namely this research was carried out under natural conditions (Sugiyono, 2014). this method is done by directly seeing phenomena, data and information in the field, besides this research gets data by directly conducting interviews with people who are the object of research, then the data will be processed into a description.

### B. Research Place

This research was conducted at the Department of Tourism and Lariti Beach, precisely in Lambu District, Bima City, West Nusa Tenggara.

### C. Research time

The time of this research was carried out for 3 months starting from November 2021 to January 2022.

### D. Data Types and Sources

The types of data used in this study are primary data and secondary data:

1. Primary data is a source of research data obtained directly from the original source in the form of interviews.
2. Secondary data is a source of research data obtained through intermediary media or indirectly in the form of books, archives from the Tourism Office, both published and unpublished in general. Researchers need to collect data by visiting libraries, study centers, archive centers or reading many books, google, websites, and others related to this research. The data obtained by the researchers in this study were sourced from the Bima Regency Tourism Office.

### E. Data collection technique

In this study, the technique used in collecting data in this study there are 3 (three) ways, namely:

1. Observations or observations are made before conducting interviews. Through a process of observation that is often done, the researcher will be able to explain what is happening, what and who is involved in an incident (Esther Kuntjara, 2006: 59). This method requires researchers to go directly to the field and observe firsthand how the development of the Lariti beach is. Researchers also use observations to obtain concrete data about the Implementation of the Development of Lariti Beach in Bima Regency.
2. An interview is a conversation directed at a particular problem. The interview applied in this study was an unstructured interview. The point is free interviews where researchers do not use interview guidelines systematically and completely for data collection (Sugiyono, 2014: 140). So with this interview, it is hoped that researchers will know in-depth things about participants in interpreting situations and phenomena that occur. The purpose of this type of interview is to find the problem more openly, where the parties invited to the interview are asked for their opinions and ideas. In this study, the targets will be interviewed by the Head

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of the Tourism Office, Several Staff of the Tourism Office, Pokdarwis Groups, Tourist Destinations Visitors, and Communities Around the Lariti Beach Tourism Destination, Bima Regency, West Nusa Tenggara.

3. Documentation is used in research as a data source because many things from documents can be used as data sources that can also be used to test, interpret and predict (LJ Moleong, 2011: 217). In this study, documentation is used as information to complement the researcher's data as a source of data that can be used to test or interpret. Documents are one of the tools used to collect data in qualitative research. The documentation carried out is to show pictures of the results of observations and interviews.

### F. Data analysis technique

1. Analysis Stage

Data analysis is the process of compiling, arranging and processing data so that they can be used to draw conclusions in research (Nana Sudjana, 1999: 76). The data collected in this research activity will be analyzed qualitatively in several stages. So there is no direct analysis, because it is necessary to carry out a systematic selection process first. The data analysis process begins by examining all available data from various sources that have been collected, namely based on observations, interviews and documentation (LJ Moleong, 2010: 247)

2. Analysis Method

In qualitative research, data analysis is carried out since before conducting research, during research and when research has been completed in the field (Sugiyono, 2014: 245).

The results of the analysis of researchers related to the development of the Lariti beach tourist destination, Bima Regency, show that the development of Lariti Beach is very possible to continue to be developed because of its strategic location and very beautiful natural panorama that attracts tourists to visit Lariti Beach.

### CHAPTER VI
### RESULTS AND DISCUSSION

#### A.   Lariti Beach History

According to the Bima people who live in the Lariti beach area, said that this island and the Larati beach area had once been a place for horse herders belonging to the Sultan of Bima. The number is not just one or two, even hundreds of horses. In 2014 Lariti Beach became famous and increasingly popular. The surrounding community and visitors began to arrive to visit this beach.

While at this beach, various activities such as bathing, *sunbathing* and walking around the beach are fun. However, there is another uniqueness that exists on this beach, which is located in the part of the ocean that can split into two.

Lariti Beach is said to be a beach that seems similar to the story of Prophet Musa when being chased by Pharaoh's army. This is the main attraction of Lariti beach in addition to the beauty of the beach.

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**Figure 4.1. Lariti Beach at Low tide**



**Figure 4.2. Lariti Beach When the Sea Level Rises**

**Route to Lariti Beach**

Lariti Beach is located in a strategic place. Precisely located in the southern area of Bima Regency, Soro Village, Lambu Sape District or in the northeast of Bima City, West Nusa Tenggara. This place is about 7 kilometers from Sape Harbor. if from Sape Harbor there are transportation options that can be used to go to Lariti beach. Land transportation is using a motorbike or car and sea transportation is using a canoe/boat.

For the time that can be reached from Sape Harbor to Lariti beach, it is only about 20 minutes by motorbike or car. It's different if you use a canoe/boat which takes about 30 minutes. In addition, you can also travel by air if from the city where you live. However, it does take more time to reach it. Because it still uses land and sea routes.

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After landing at Bima Airport, to get to Lariti Beach, you still have to travel overland for about 2 hours 30 minutes. However, if you use the sea route, you also still have to take another 120 minutes by land. Even though the journey is quite long, you don't need to worry, because along the way you will be *presented* with beautiful natural panoramas.

Entering the southern area of the district covering an area of 4,374.65 square kilometers, you will see the original color of the mountainous area and only gets the rainy season for less than three months in a year.

As stated by Deputy Regent Bima H. Dahlan M Noor at the opening of cataract surgery organized by the Kompas Humanitarian Fund Foundation (DKK). "Bima Regency has two colors, green and brown. The character of the area is illustrated by the hot-mix paved road that winds up and down, half of which is flanked by forest areas and steep hills. In the rainy season, the area looks green with trees.

Lariti Beach was discovered by a group of young people who are now formed as Lariti Komuniti, where in 2007 they just relaxed by camping on the beach. The development was started by Lariti Komuniti in 2016 and then Pokdarwis was formed to continue the management and development of Lariti Beach Tourism destinations.

1. **Implementation of the policy of developing Lariti Beach Tourism Destinations, Bima Regency**

Lariti Beach is one of the tourist destinations in the Bima Regency area which is proud of the beauty of the sea water that spoils the eyes along with the uniqueness possessed by Lariti Beach or commonly called by the people around Lampa Jara beach (Horse road). The uniqueness of this Lariti beach lies in the conditions where the tides occur which then creates a road that can be used to get to an island located on Lariti Beach.

The tides occurred at around 16.00 WITA. The environment around the beach, provides sufficient facilities for tourists, and at the same time promotes tourist attractions on Lariti Beach both through social media and directly to outsiders. Social media used in promoting this Lariti beach destination such as Facebook, Instagram, Twitter, YouTube etc.

The government has enormous authority in the development of the tourism sector, namely by taking full advantage of the availability of tourism by maintaining and preserving and developing tourist objects, Fandeli (2002:91).

The Government's efforts in implementing Lariti Beach tourism development are clearly the duties and responsibilities of the Bima Tourism and Culture Office, in relation to the realization of people's welfare through tourism development, if the Bima Regency Government through the Tourism and Culture Office seriously and seriously builds or develops Lariti Beach as a tourism sector.

In this study, there are several elements that can affect the development of the Lariti Beach destination, Bima Regency, including:
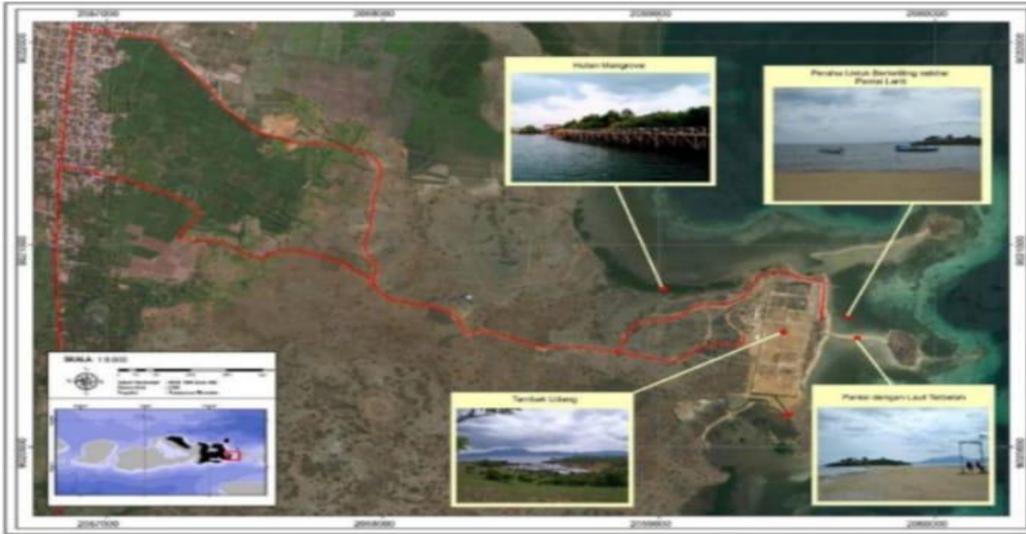
a. **Attractions**

Is a significant component in attracting tourists. An area can become a tourist destination if the conditions support it to be developed into a tourist attraction. What is developed into a tourist attraction is what is called a tourism capital or source. To find the potential for tourism in an area, people must be guided by what tourists are looking for. There are three capital attractions that attract tourist arrivals, namely:

1. Natural Resources (natural)

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2. Cultural tourism attractions, and
3. The man-made attraction itself.

The tourism capital can be developed into a tourist attraction in the place where the capital is found. The existence of attractions is the reason and motivation of tourists to visit a tourist attraction.



**Figure 4.3. Tourist Attraction Locations**

Lariti Beach attractions have several variables, namely exotic water and sea sand, split seas, boat tours, and mangrove forest tours. The natural beauty of Lariti Beach is influenced by shrimp farming activities, climatic conditions and plant conditions. The existence of shrimp ponds is one of the problems, the unpleasant aroma and liquid waste interfere with tourism activities. Temperatures between 28-34% plus the lack of shade plants make tourists uncomfortable.

There are several variables owned by Lariti beach that attract tourist visitors, including:

1. Exotic Sea Sand and Water



The beauty of Lariti Beach is its clean white sand. That way, you can freely play in the sand by being able to bury your body or build a sand castle. In addition, Lariti Beach also has

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blue and clear blue sea water. The waves on this beach are not too big, so you can swim and play in the shallow water.

2. Split Sea



The sea split in two on Lariti beach is really very unique and very interesting. The split sea that forms this sand road is about 5 meters wide and approximately 250 meters long, through this road we can walk to the opposite small island. This tourist destination in West Nusa Tenggara is a very interesting tourist destination when visiting Bima Regency.

3. Tour boat



Lariti beach tourist attractions are not just enjoying the split sea phenomenon. Even though they were not lucky and came at the wrong moment, hanging out on the beach was no less exciting. Or lose boredom, rent a boat and tour around the seas of the Lariti beach.

4. Mangrove forest tour

Every day tourists from various regions, both children and adults, flock to the Lariti Mangrove Forest area. In the nearest future, the average number of visitors who come is 200-400 people/day or even more. This amount is comparable to visitors to Lariti Beach on a weekday.

### b. Amenity (Facilities)

Amenity or facilities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. The facilities and infrastructure in question include: lodging, restaurants, transportation and travel agents.
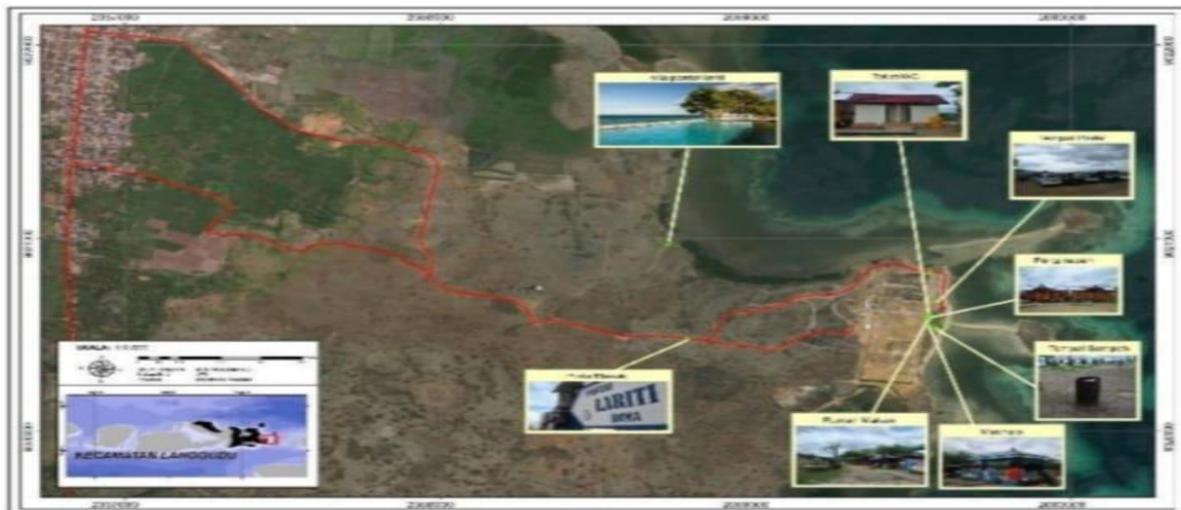


**Figure 4.4. Tourist Amenity Locations**

**Facilities at Lariti Beach**

In an effort to support tourism convenience, various supporting facilities have been built at Lariti Beach, such as:

1. prayer room

The existence of this prayer room is one of the facilities that can be used by tourists. For those who will perform prayers, they can take advantage of the prayer room that is already available.

2. Food stalls

Enjoying the beauty of the beach, time seems to pass so quickly. However, you will definitely feel hungry if you have done various activities on vacation. On this beach, there are also food stalls that can be chosen to block hunger. The food choices available range from snacks to various seafood specialties.

3. Gazebo

The enchanting Lariti Beach is also equipped with a resting place for visiting tourists. This place is a gazebo that is lined up neatly facing the beach. Utilize this gazebo as a resting place or just sitting with friends or family while talking, of course with a view of the beach.

4. Toilet

Facilities such as toilets or bathrooms are also available. So that you can easily change clothes or wash your body after swimming at the beach. The water available in this toilet is also quite clean and comes from fresh water. So that it can be used sparingly.

2. Camera Rental

The facilities that you can find and may be different from other beaches are camera rental services. So, for those of you who forgot to bring a camera, you can rent a camera at Lariti Beach.

So it can be concluded that the supporting facilities for the Lariti beach destination which are still inadequate are lodging accommodations and restaurants for eating and drinking. But it doesn't matter if there is no restaurant because there are simple stalls lined up selling Bima specialties.

So it is very unfortunate if there are tourists from outside the area who visit the Lariti beach tourist destination, they have to look for a hotel or villa in the city to stay, because there is no lodging accommodation around Lariti beach until now.

c. **Accessibility**

Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services are important access in tourism. If an area is not provided with good accessibility such as airports, ports and roads, then there will be no tourists affecting the development of accessibility in the area. If an area has tourism potential, it must provide adequate accessibility so that the area is interested in visiting.
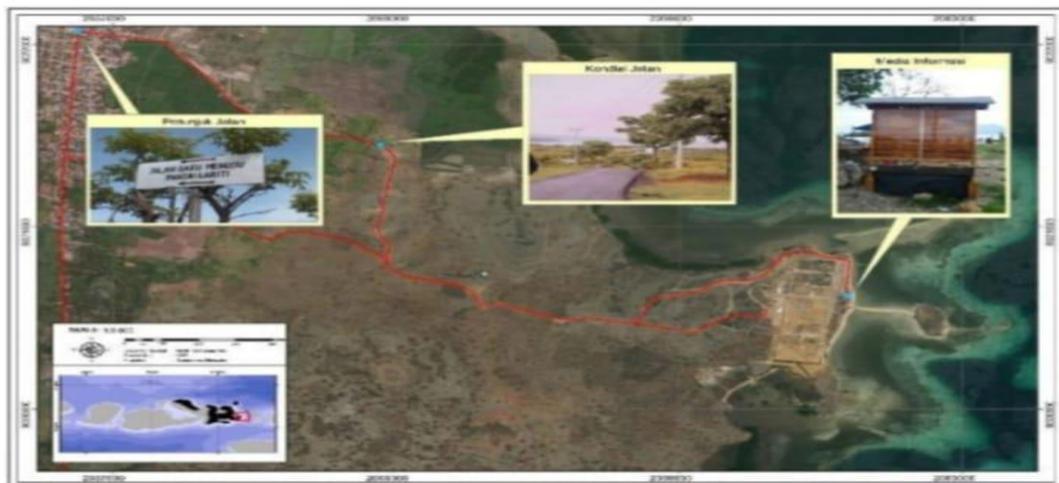
**Figure 4.5. Tourist Accessibility Locations**

The development of facilities and infrastructure is the most important in a tourism destination, such as: roads and the availability of transportation. In 2016 the accessibility to the Lariti beach destination was not sufficient. Until 2019, the asphalting of road infrastructure from the port of Sape to the Lariti coast began

The existence of road paving infrastructure, the availability of clean water is very grateful for the sellers who are at the Lariti beach resort because it can help their economy and can also increase the income of a region.

    d. **Ancillary (Additional Service)**

Additional services must be provided by the local government of a tourist destination both for tourists and for tourism actors. The services provided include marketing, physical development as well as coordinating all kinds of activities and with all laws and regulations both on roads and in tourist attractions. Ancillary are also things that support tourism, such as management agencies, Tourist Information, Travel Agents and stakeholders who play a role in tourism.

According to one visitor to Lati Beach, Mrs. Uswatun stated that:

"This tourist destination will have more of a charm of its own if around the beach there are balanced trees" (Interview December 20, 2021).

Mrs. Uswatun's statement was also confirmed by Mr. Ilyas who stated that:

"If there are trees on the beach, it can add a special attraction for the development of Lariti beach tourist destinations and my hope in the future is for Pokdarwis to be able to preserve green trees around the Lariti beach."
(Interview December 20, 2021).

Then an interview was also conducted with one of the members of the Pokdarwis who manages the Lariti beach destination, Brother Subhan said that:

"Development of the Lariti beach tourist destination for the last few years has experienced a tremendous increase, from the lack of clean water and electricity and now the accommodation is sufficient enough for the Lariti beach destination so that Lariti beach tourism can develop more" (interview 20 December 2021)
.

Based on the results of interviews from several parties regarding the implementation of the development of the Lariti beach, the researchers can conclude that the presence of attraction, amenities, accessibility and ancillary greatly affect the development of the Lariti beach tourist destination, Soro Village, Kec. Lambu Kab. Bima West Nusa Tenggara.

    2. **The Strategy of the Tourism Office in Increasing Tourist Visits to Lariti Beach, Bima Regency**

In an effort to increase tourist visits to Lariti Beach, the Regional Government of Bima Regency through the Department of Marine Affairs and Fisheries and the Tourism Office of Bima Regency is very active in improving access to tourist trips to Lariti Beach. The number of visitors who visit Lariti Beach continues to increase from year to year, as shown in the table below.

**Table 4.1:Number of Visitors to Lariti Beach Tourism from 2017-2021**

| No | Year | Number of visitors |
|----|------|--------------------|
| 1 | 2017 | 58,532 |
| 2 | 2018 | 65,719 |
| 3 | 2019 | 67,661 |
| 4 | 2020 | 70,331 |
| 5 | 2021 | 72,447 |

Data source: Bima district Tourism Office

From the results of interviews with the tourism office related to the efforts made by local governments in increasing tourist visits to Lariti Beach, namely:

a. carry out promotions by opening tourist booths both locally and at the national level
b. held a festival assisted by Lariti Community
c. collaborate with media crews to promote tourist destinations.
d. improving access roads to tourist sites and constructing a 200-meter-long Lariti Beach forest bridge track and a 7-meter viewing tower,
e. build entry points and adequate parking spaces
f. build merchant kiosks and gazebos for visitors to relax,
g. build places of worship and public toilets,
h. build lodging and cleaning facilities

**There are 4 Promotional Indicators Conducted by the Tourism Office of Bima Regency in Developing Lariti Beach Tourism**

1. Publicity

Publicity carried out by the Promotion and Marketing Division of the Bima Regency Tourism Office is in the form of presenting and disseminating ideas by utilizing the news values contained in a tourism product such as those published in news, newspaper articles, tabloids, and television. Based on the results of the research conducted, the researchers found that there was an influence from this promotional activity, which showed an increase in the number of tourists from year to year and was supported by an increase in those who came to visit.

2. Advertisement

Promotion and marketing carried out by the Bima Regency Tourism Office is to make advertisements about the potential of Lariti beach tourism and published in internet media, print media such as newspapers, brochures, posters and also in the form of symbols and logos as well as through electronic media such as radio and television. This is evidenced by the statement of 10 (62.5%) respondents that they have advertised tourism products through newspapers, radio and internet as well as in the form of posters and leaflets, brochures, symbols and logos. For this reason, there are attachments to examples of advertisements that have been made by the Promotion and Marketing Division of the Bima Regency Tourism Office.

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promotion in tourism, especially regional tourism, namely by advertising existing products. This is to encourage the interest of potential tourists. Thus, promotional activities carried out by the Promotion and Marketing Division of the Bima Regency Tourism Office are not only in the form of publicity but also advertisements published in print and electronic media.

3. Organized Events

In an effort to increase the number of tourists, the Bima Regency Tourism Office, especially the Promotion and Marketing Sector, has carried out various promotional activities, one of which is exhibitions and cultural attractions by organizing events related to the promotion and marketing of tourist destinations to attract tourist visits . From these events, there are also many advantages because they can be seen in a relevant way so that they directly involve potential tourists.

4. Social media

social media used by the Tourism Office in promoting the development of the Lariti beach destination are Facebook,Instagram, Twitter, Youtube and Tik Tok. Social media users are very interested in encouraging potential tourists to visit the Lariti beach tourist destination. With promotions through newspapers, television, radio, internet media such as websites and social media, it can also be used to promote tourism potential throughout Indonesia.

The facilities built by the Bima Regency government are all handed over to the Soro Village community to manage them, so that visitors will feel at home to linger relaxing in the Lariti Beach tourist area in general. Regarding the Development of Lariti Beach Tourism Destinations, the Head of the Tourism Office Dr.H.Zulkifli stated that:

"For Coastal Destinations in Bima Regency, development will be carried out based on Ripparda Bima Regency in 2022, I hope Ripparda can run as it should"(interview December 20, 2021)

Then the narrative by Mr. Sayid Abdullah, SS as the head of the tourism development division of Bima Regency stated that:

"Development of destinations on Lariti Beach for 2021-2022 will be prioritized, right, because seen from tourist visits which have increased from year to year, Lariti Beach has become a favorite tourist destination for people on the island of Sumbawa" (interview , December 20, 2021) .

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Interviews were also conducted with Mr. Buana Eko Putro, SEparo as the Head of Tourism Marketing Division of Bima Regency stated that:

" If the strategy is used to attract the attention of visitors, we can try using digital marketing for tourism marketing. Digital marketing in tourism is made with the aim of promoting and marketing a tour on social media to make it attractivetourists come. Digital marketing activities are usually carried out on websites, social media, online advertising, direct marketing email, discussion forums, mobile applications" (Interview, 20 December 2020).

Every digital marketing that is carried out will have an impact on increasing the number of tourists who attend. Digital Marketing which is carried out in the industrial era 4.0 uses the use of increasingly sophisticated information and communication technology and aims to increase various uses in the tourism sector, in addition to providing various conveniences for users to provide services in the tourism sector that are easier to use. accessed, (digital marketing tourism.com, 2018).

### 3. Barriers to the Development of Lariti Beach, Bima Regency.

Various obstacles and challenges faced by the ranks of the Ministry of Tourism. The following are the obstacles and challenges in the development of Indonesian tourism which are recognized by the Ministry of Tourism

According to Irianto (2002), the obstacles that occur can be caused by 2 (two) types of obstacles, namely, Internal Barriers and External Barriers.

Based on the results of research conducted on the Lariti beach, there are several internal obstacles, namely the incomplete tourism product. Meanwhile, the external obstacles are village funds and inadequate facilities.

The effectiveness of implementation activities in the development of the Lariti Beach Tourism Village based on the overall or the results of research conducted by the Bima Regency Government in involving the community in building Lariti Tourism in Lambu District is at a positive value, this shows that qualitatively the Bima Regency government through the Regency Tourism and Culture Office Bima actively involves the community in developing Lariti tourism and in the process and implementation of Lariti tourism development is influenced by infrastructure and development policies that have not been maximized as an inhibiting factor with community behavior in the form of an attitude of openness to accept tourists politely and friendly as a supporting factor. In this case, the government held a socialization that directly involved the community and communities in Lariti Beach.

### 4. Community Involvement in the Development of Lariti Beach Tourism Destinations.

The ideal tourism development will pay attention to environmental preservation by involving the role of the government and local communities. Participation is not only a free contribution of labor, time and material to support various development programs and projects but as an active involvement in every development process.

The form of participation of the Soro village community in the development of the Lariti beach destination is in the form of involvement starting from the planning, implementation, and supervision of the development of Lariti Beach tourism. Community participation in related programs is supported by the Bima Regency Tourism Office.

a. Community Participation in Planning

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Community participation at the planning stage, namely the community is included in the deliberations that discuss aspirations and form groups to convey the opinions and aspirations of the Soro village community involved in Lariti beach tourism activities.

b. Community participation in implementation

The form of community participation in planning is in the implementation of techniquesObservation of skills in the field of tour-aware group guides (POKDARWIS). The training program carried out by the Tourism Office in order to increase natural resources, especially people who have the potential as tour guides in accepting tourists who visit this Lariti beach tour.

c. Community participation in the informal sector

The informal sector referred to in this study are businesses opened by the community such as food stalls , banana boats and canoe/boat rentals. economy.

## CHAPTER V
## CONCLUSIONS AND RECOMMENDATIONS

**5.1. Conclusion**

Based on the results of the study there are several things that can be concluded, namely as follows:

1. Lariti Beach is very possible to continue to be developed into a favorite tourist destination in Bima Regency.
2. Implementation of the development of Lariti Beach with the results of the planning that has been prepared by several parties, both from the Bima Regency government and the Lariti community, and the community.
3. Efforts to develop and develop tourism have been very good, in this case the Bima Regency Tourism Office has prepared programs that can increase tourist attraction.

By applying the 4A elements (attraction, amenity, accessibility, and ancillary) the researcher can conclude that the 4A elements affect the development of the Pariti Beach destination, Bima Regency.

**5.2. Suggestion**

To the people of Soro Village, to continue to explore and develop Lariti Beach tourism while maintaining the authenticity and uniqueness that exists. In fact, it is necessary to have a superior and attractive product that can be sold. The community must also be able to make breakthroughs to cooperate with related parties in the marketing and promotion of Lariti Beach Tourism products as the main means visited by tourists.

To the Bima Regency Government through the Bima Regency Tourism and Culture Office, to continue to foster and facilitate, improve the quality of services by training and educating the human resources of the Soro Village community, in a community and measurable manner. Especially in serving every tourist who comes to visit Soro Village.

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