

Determinants and Strategies for Tourism Development at Gumumae Beach, Bula District, East Seram

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ABSTRACT

Keywords: Strategy, para-tourism; determinants; East Seram

Gumumae Beach is one of the leading tourist destinations in East Seram Regency. The attraction is beach tourism characterized by brown sand and sloping and dominated by coastal vegetation in the form of coastal cassowaries and mangroves. The problem is the increase in the number of visitors only on certain holidays. The purpose of this research is to formulate a development strategy for Gumumae Beach Tourism. This study uses qualitative methods, data collected through interviews, field observations and documentation. Data analysis used multiple regression and SWOT. The regression results show that the cost of travel and the length of visit are inversely proportional to the frequency of visits. That is, the greater the travel cost and the longer the visit, the frequency of visits will decrease. SWOT analysis resulted in three prioritized tourism development strategies, namely: 1) optimize the potential of natural beauty, beaches and mangroves and improve culinary infrastructure and local culture through cooperation with the private sector; 2) develop environmentally friendly, clean and adaptive coastal tourism to the impacts of climate change; and 3) improve the knowledge and skills of human resources to serve visitors and increase the contribution of tourism to local revenue.



Introduction

East Seram Regency is located in the eastern and southern part of Seram Island, Maluku Province, which is geographically located at 128° 20'-130° 10' East 02° 50'-04° 40' LS. East Seram Regency has an area of 20,656,894 km² with three regional dimensions which include lowlands, highlands and sea. The highlands and lowlands have an area of 5,779.123 km² while the ocean area has an area of 14,877.771 km² which is bordered by the Seram Sea, Banda Sea, Arafuru Sea and Central Maluku (BPS, 2021). The potential and tourist attractions owned by East Seram Regency are quite diverse, especially marine tourism (Yusuf et al., 2017).

East Seram Regency has natural and cultural tourism potential that can be developed into an attraction for tourist visits. Thus, tourism can be a major contribution to East Seram Regency in line with Law Number 10 of 2009 concerning Tourism which explains that, tourism development is needed to encourage equitable distribution of

business opportunities and benefit and be able to face the challenges of changes in local, national and global life.

In 2024, East Seram Regency experienced an increase in the number of tourism objects, it was recorded that the number of tourism objects spread across 15 (fifteen) sub-districts in this Regency was 70 tourism objects, consisting of 18 Nature Tourism, 3 Historical Tourism, 30 Maritime Tourism, and 19 Beach Tourism (beach) (Libang Bapeda 2024).

Gumumae Beach Tourism is one of the leading tourist destinations for the people of East Seram Regency. The characteristics of the beach attraction are characterized by the type of brown sandy beach and sloping and dominated by coastal vegetation in the form of coastal cassowaries and mangroves. This beach is also the right location to enjoy the phenomenon of sunset and sunrise with roaring waves. Gumumae Beach Tourism Object has several recreational activities that visitors can do including taking pictures, camping, enjoying the beauty of nature, relaxing, swimming, eating and beach sports (Keliobas et al., 2019).

Gumumae Beach is relatively easy to reach and close to the center of Bula City, making it a mainstay tourist destination for the local community. Gumumae Tourism Beach is very crowded during school holidays, religious holidays, and year-end holidays. Thus, Gumumae Tourist Beach provides economic benefits to the local government in the form of Regional Original Revenue (PAD) obtained through the retribution of tourist tickets (Simanjorang et al., 2020). The existence of this beach also provides business opportunities for the surrounding community.

Utilization of natural resources and the environment in the Gumumae Beach Tourism area must be in the corridor of sustainable development, a good development master plan is needed. The Tourism Office in its management does not know how much the value of the benefits of the Beach Tourism environment is, due to the lack of government attention in the management of tourist attractions in a sustainable manner. This can be seen from various management problems such as an increase in the number of visitors only on certain holidays, lack of infrastructure, a number of facilities that have been built are not utilized, facilities built such as photo spots do not last long due to the lack of awareness of visitors and the malfunction of the Gumumae Beach Tourism supervision officer.

The development strategy of a tourist attraction is an obligation of the Government. Tourism development cannot be done carelessly, and instead research is needed in the form of special studies so that development is efficient and right on target. One of them is to develop tourism by designing strategies in the management of tourist attractions as an attraction for tourist visits on the Gumumae tourist beach.

Since 2015, Gumumae Beach has been managed by the East Seram Regency Government through the Tourism Office, so that the Gumumae Beach Tourism area provides economic benefits to the Regional Government in the form of obtaining Regional Original Income (PAD). The tourism sector is one of the industries that

contributes greatly to regional income, so managers need to play an important role in the development of Gumumae Beach Tourism to remain sustainable.

According to Sihotang et.al (2019), visitor characteristics include gender, age, education level, region of origin, occupation, marital status, tourist information, number of visits, length of time visiting, and purpose of visiting, then can be used as a factor that affects visitor demand and economic valuation of Gumumae Beach tourism. The research framework can be seen in Figure 1 below.

However, until now, the potential of Gumumae Beach Tourism has not been managed properly and has not been developed optimally by the Government of East Seram Regency so that tourist interest has only increased on certain holidays. In this case, visitors play an important role in efforts to improve the quality development of Gumumae Beach Tourism. The role is in the form of costs incurred by visitors for tourism activities at Gumumae Beach Tourism, where the cost is a proxy (representative) of the revenue of Gumumae Beach Tourism.

In increasing the number of visitors, the manager of Gumumae Beach Tourism needs to develop a tourist area. If there is a mistake in managing a natural tourist site, it can cause environmental and economic damage. Therefore, information is needed using economic and environmental approaches as a basis for consideration in developing tourist sites that are oriented towards environmental improvement.

Method

Research Time and Location

This research was conducted from September to October 2024 located at Gumumae Beach Tourism, Sesar Village, Bula District, East Seram Regency.

Tools and materials used

The tools and materials used in the study were questionnaire sheets, stationery, cameras and laptops.

Data Type

The data used in this study are primary data and secondary data. According to Hasan (2002), primary data is data obtained or collected directly in the field by the person conducting the research or concerned who needs it. Primary data is obtained from informant sources, namely individuals or individuals such as the results of interviews conducted by researchers. Meanwhile, secondary data is data obtained or collected by people conducting research from existing sources. This data is used to support primary information that has been obtained, namely from library materials, literature, previous research, books, and so on. Secondary data in this study are data on the condition of beach tourism, data on the number of visitors in the previous year at Gumumae Tourism Beach, as well as data from previous studies and other relevant agency information data.

Data Retrieval Technique

The sampling technique used in this study was accidental sampling method, which means a sampling method that relies on the availability of research subjects (Sugiyono, 2009). Researchers select participants from the population based on accessibility or convenience, without regard to certain characteristics or criteria.

Data Collection and Data Analysis Methods

The data collection and data analysis methods in this study consist of:

a. Analysis of Visitor Characteristics

To find out the characteristics of visitors, descriptive statistics are used. which functions to describe or provide an overview of the object under study through sample or population data Sugiyono, (2019) in (Maryanti et al., 2023).

b. Analysis of Factors Influencing Visitors

Analysis of the factors that influence visitors to the high number of visitors using regression analysis to determine the relationship between the independent variable and the dependent variable, the analysis was carried out using linear regression statistical tools or SPSS (Ghozali, 2018).

c. Formulating a Tourism Management Strategy for Gumumae Beach

Data processing to determine the tourism development strategy of Gumumae Beach used SWOT analysis method and processed through internal and external factors. Then compile a strategy using SWOT analysis. All elements in the SWOT analysis will be captured through respondents' answers to the questions asked. (Razak et al., 2017).

Results and Discussion

Respondent Characteristics

Respondents in this study are visitors who come to Gumumae Beach Tourism. The characteristics of tourists are clearly identified to facilitate the description of their characteristics and behavior. According to Nugroho (2023), the socio-economic characteristics of visitors can help in translating questions, because it will affect visitor responses and willingness to pay (Ramlan, 2021).

Table 1. Characteristics of Respondents who visited

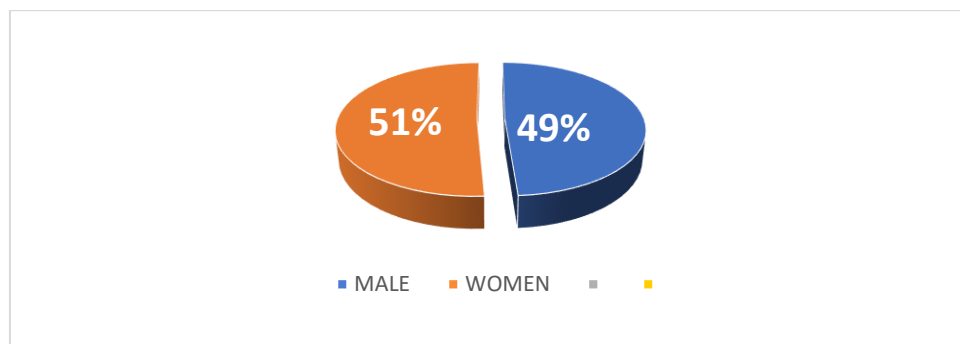
Respondent Characteristics	Number of Respondents (People)	Percentage (%)
Age (Year)		
0-16	0	0
17-25	47	47
26-45	46	46
46-65	7	7
Gender		
Male	40	40
Female	60	60
Education Level		
SD	0	0
Junior High school	1	1

Senior High School	74	74
D3	17	17
S1	7	3
S2	1	1
Employment Type Not yet working/child		
High school/student	43	43
Non-civil servants	12	12
PNS	22	22
Store Employee	8	8
Housewife	4	4
Domestic Assistant	1	1
Entrepreneur	2	2
Merchant	5	5
More	3	3

Source Primary data processed, 2024.

Descriptive analysis of respondents is determined by several variables that represent socio-economic characteristics such as gender, age, education, type of work, income level, origin of residence and length of time visiting. Overall presented in the table and diagram below.

Based on the results of the study, it shows that the number of female respondents is greater than that of men. The female gender is 51% while the male is 49%. This means that women make the most decisions for recreation to Gumamae Tourism Beach.



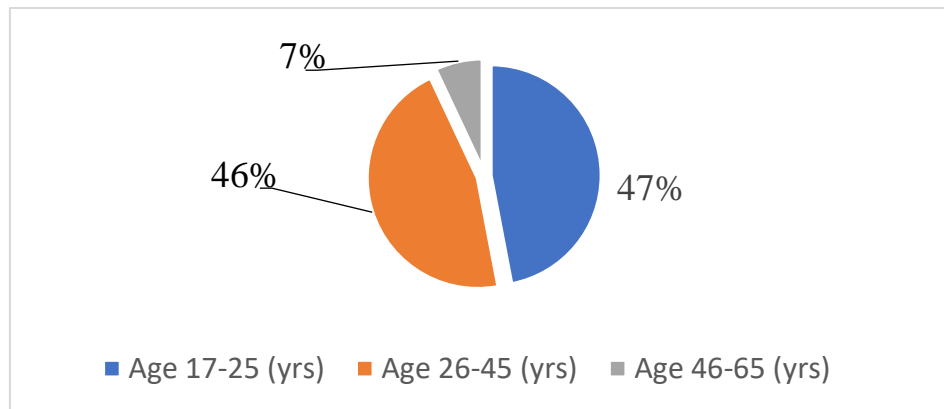
Source: Primary data processed, 2024.

Figure 2. Gender Comparison of Respondents

This is in accordance with research conducted by Hasanah and Satrianto (2019) which states that women tend to want to make tourist visits compared to men. Generally, women travel with their children to play. According to The American Consumer, in a relationship between men and women, those who plan more travel details, recommend favorite destinations to relatives or enjoy doing research in traveling are women (Hudiono, 2022).

In general, the teenage age level tends to do more recreational activities. The highest number of respondents who visited Gumamae Beach Tourism was at the age of 17-25 years with a percentage of 47% and 26-45 years with a percentage of 46%. While

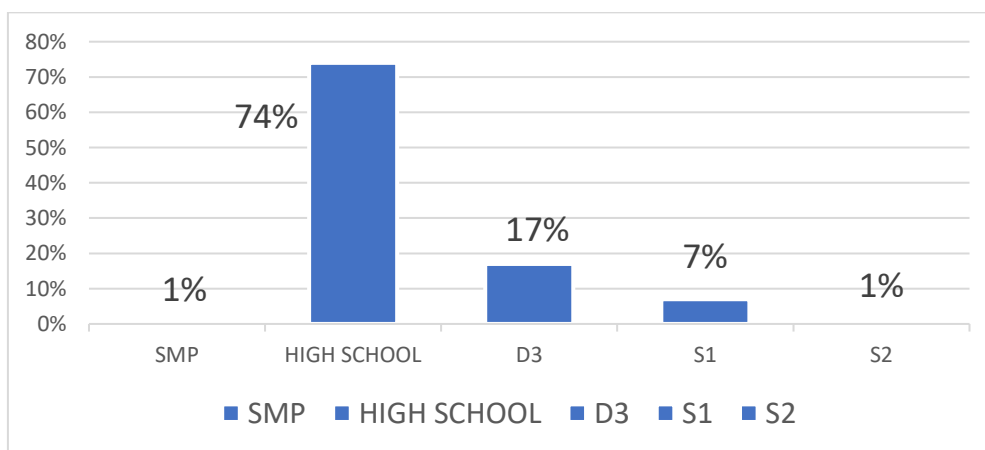
46-65 years with a percentage of 7% is the lowest age of respondents who visited the Gumumae Beach Tourism site. This is in accordance with the opinion of Wilson (2000), most young people prefer physically activities such as visiting historical sites, trekking on hills or mountains and walking around to buy souvenirs.



Source: Primary data processed, 2024.

Figure 3: Characteristics of Respondents by Age

Meanwhile, education requires the potential of qualified human resources with the knowledge to manage the resources that are available so that the business they run is sustainable. The education in question is the formal education that business actors have taken through school. The level of education of the respondents varies greatly from junior high school to master's degree, which can be seen in the following figure.



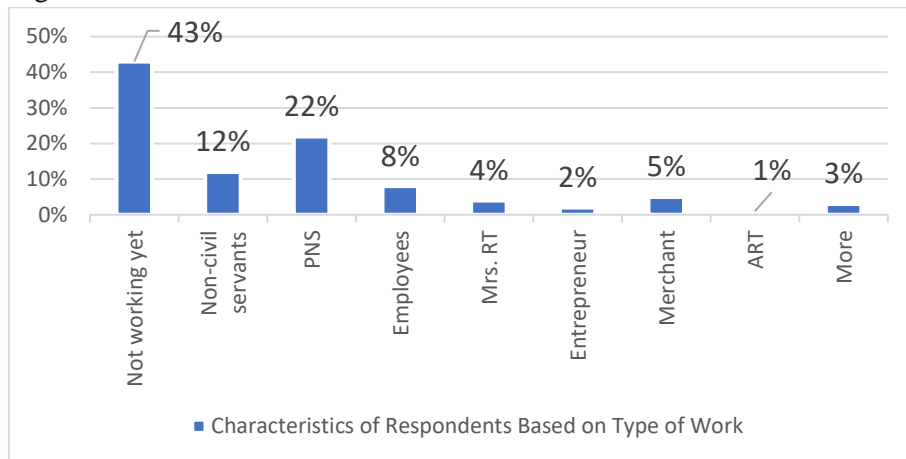
Source: Primary data processed, 2024.

Figure 4. Comparison of Education Level

Most respondents who visited Gumumae Beach Tourism had a high school education with a percentage of 74%, then 17% D3 education students, 7% S1 and 1% were S2 and SMP education students. The respondent's level of education can describe a person's knowledge, insight and motivation to travel according to Zulfikar et al, (2017) in (Asmar et al., 2023).

Visitors to Gumumae Beach Tourism are dominated by respondents who have not worked, namely in adolescence and school children with a percentage of 43%. Visitors who are

civil servants with a percentage of 22%, non-civil servants 12%, and employees 8%. This shows that respondents who have not worked spend more time relaxing at Gumumae Beach. This can be shown in Figure 5 below.

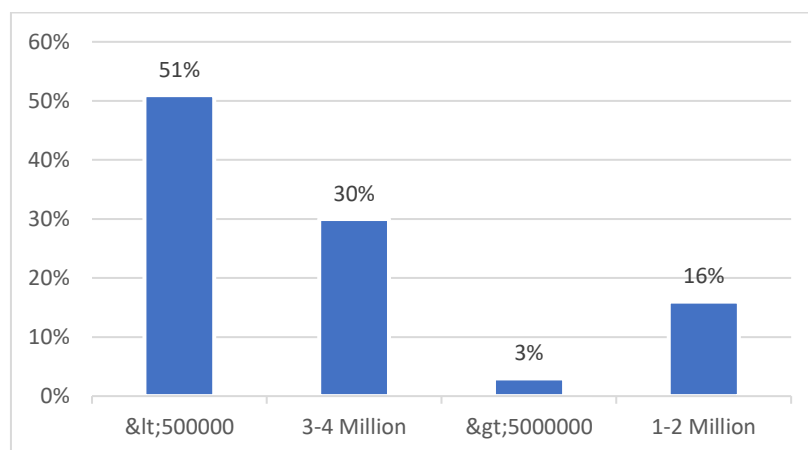


Source: Primary data processed, 2024.

Figure 5. Comparison of Respondents' Job Types

Respondents' income each month is different. Visitors who are dominated by students or students only earn less than Rp.500,000 per month (pocket money), respondents earning Rp.3,000,000 - Rp.4,000,000 as much as 30%, respondents earning Rp.1,000,000 - Rp.2,000,000 as much as 16%, Respondents who earn more than Rp.5,000,000 only reach 3%. Comparison of respondents' income can be seen in Figure 6 below.

During a tour, most tourists plan a group trip. Tourist groups usually consist of family couples, friends, as well as squad or group levels, either in small numbers or in large numbers.

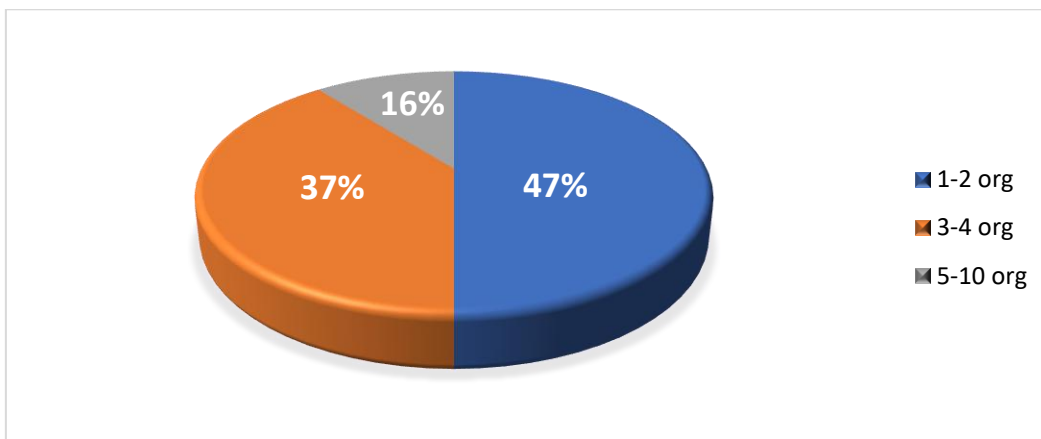


Source: Primary data processed, 2024.

Figure 6. Comparison of Respondents' Income

From the results of the research of respondents who visited Gumumae Tourism Beach, the largest number of groups was in the range of 1-2 people who reached 47%, consisting of couples and friends, while the range of 3-4 people or 37% traveled with family, the range of 5-10 people or 16% of groups in the form of office employees or

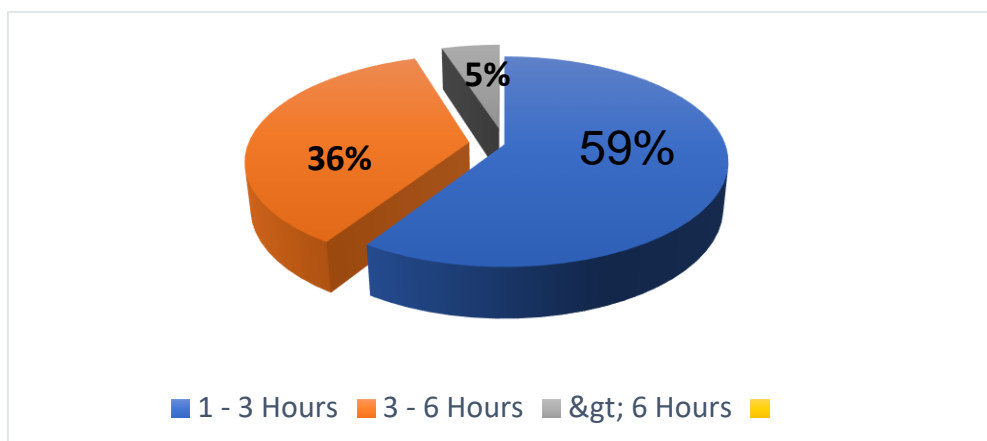
groups of school children. Comparison of the number of groups can be seen in Figure 7 below.



Source: Primary data processed, 2024.

Figure 7: Comparison of Group Size

The arrival of groups of visitors in addition to enjoying the facilities available in the form of children's games and beach views so that it affects the visit time while at Gumumae Beach Tourism. Visitors who spend time enjoying the scenery at Gumumae Beach Tourism range from 1 - 3 hours as much as 59%, then 3-6 hours of visits by 36% and only 5% above 6 hours. The length of visit can be seen in the table below.



Source: Primary data processed, 2024.

Figure 8. Length of Visit Time

Tourists who visit tourist areas will increase if access to the place is easy to reach and the available infrastructure functions properly according to Zulfikar, (2017) in (Safitri et al., 2023). Gumumae Tourism Beach experiences an increasing number of visitors on holidays and religious holidays. However, to increase tourist visits, the manager needs to add more interesting photo spots and relaxing places.

Determinants of Tourist Visits

There are several factors used to see the effect of tourist visits on Gumamae Beach Tourism. This factor is used to determine the extent of the influence of tourist visits to Gumamae Beach Tourism. Data obtained from respondents, it can be seen that the cost of tourist trips to Gumamae Beach tourism is Rp. 22,258,000 with an average per respondent of Rp. 222,580 per year.

A good regression model must meet classical assumptions and statistical standards so that the parameters obtained are logical and reasonable. There are 3 assumption tests in a regression model, namely autocorrelation test, multicollinearity test and heteroscedacity test (Gani & Amalia, 2018).

Table 2: Factors that Influence Tourist Visits

	Travel Cost (IDR/visit)	Age (Year)	Educati on Level (Years)	Revenue (IDR/month)	Distance (Km)	Number of People in Group (People / Group)	Length of Visit (Hours / Visit)
Total	2,258,000	3,008	1,304	158,600,000	3,074	329	310
Average	222,580	30	13	1,586,000	31	3	3

Source: Primary data processed, 2024.

The results of the classical assumption test show that the data is normally distributed, there are no symptoms of multicollinearity, no autocorrelation problems and the regression model fulfills the assumptions of heteroscedasticity. Meanwhile, the results of multiple linear regression analysis show that simultaneously all independent variables. Travel Cost (X1) and Length of Visit (X7), because the P-value <0.05, have a very real effect and affect the number of tourist visits at Gumamae Beach Tourism.

Based on the above equation partially, only the variable tourist travel costs (X1) and X7 (Length of Visit) have a very real effect on the number of tourist visits (Variable Y). While the independent variables that have no effect on the number of visits (Variable Y) are variables X2 (Age), X3 (Education Level), X4 (Income), X5 (Distance), and X6 (Number of Members). So it can be concluded that if there is an increase in travel costs, there will be a decrease in the level of visitation to Gumamae Tourism Beach. According to the classical assumption test, the multiple linear regression model needs to be corrected.

The results of model improvement through the stepwise method show that there is 1 model produced, namely the first model with 1 independent variable, namely travel costs (X1), while the other independent variables are removed, namely X2 to X6. In Wohon et al., (2021) it was found from the results of regression analysis that independent variables that had no significant effect were not included in the stepwise regression model and only variables that had a significant effect were included.

Table 3. Regression Analysis Results of Factors Affecting the Number of Tourist Visits at Gumumae Beach Tourism

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	4.231685741	1.261805508	3.353675122	0.001159344	1.725631087	6.737740394
Travel Cost (IDR/visit)	-2.3554E-06	1.01703E-06	-2.31595615	0.022782635	-4.37531E-06	-3.35488E-07
Age (Year)	-0.000898477	0.022905605	-0.03922521	0.968795826	-0.046390987	0.044594032
Education Level (Years)	0.059826612	0.095397245	0.627131447	0.532126378	-0.129640551	0.249293776
Income (Rp/Month)	-3.34469E-07	1.95298E-07	-1.71260312	0.090154112	-7.22348E-07	5.34108E-08
Distance (Km)	-0.002447501	0.004350484	-0.56258136	0.575088313	-0.011087938	0.006192935
Number of People in a Group (People / Group)	-0.021910908	0.060904279	-0.35975974	0.719851322	-0.142872063	0.099050248
Length of Visit (Hours/Visit)	-0.249273527	0.113356586	-2.19902112	0.030383567	-0.474409491	-0.024137563

Source: Primary data processed, 2024.

Based on the results of the stepwise test, the variable travel costs (X1) and length of stay (X7) have a very real effect and affect the number of tourist visits (dependent variable or Y) by 67.30% or the regression model is acceptable. The regression equation shows that if travel costs increase, the number of visits will decrease, with the lowest decrease in average being 4 times/tourists (rounded from the intercept coefficient value = 3.75). Thus, if there is a decrease in travel costs, the level of visits to Gumumae Beach tourism will increase. The regression coefficient is negative and less than 1 (the value is -9.89) indicating that tourism services are inelastic, because changes in the number of tourist visits are smaller than changes in travel costs.

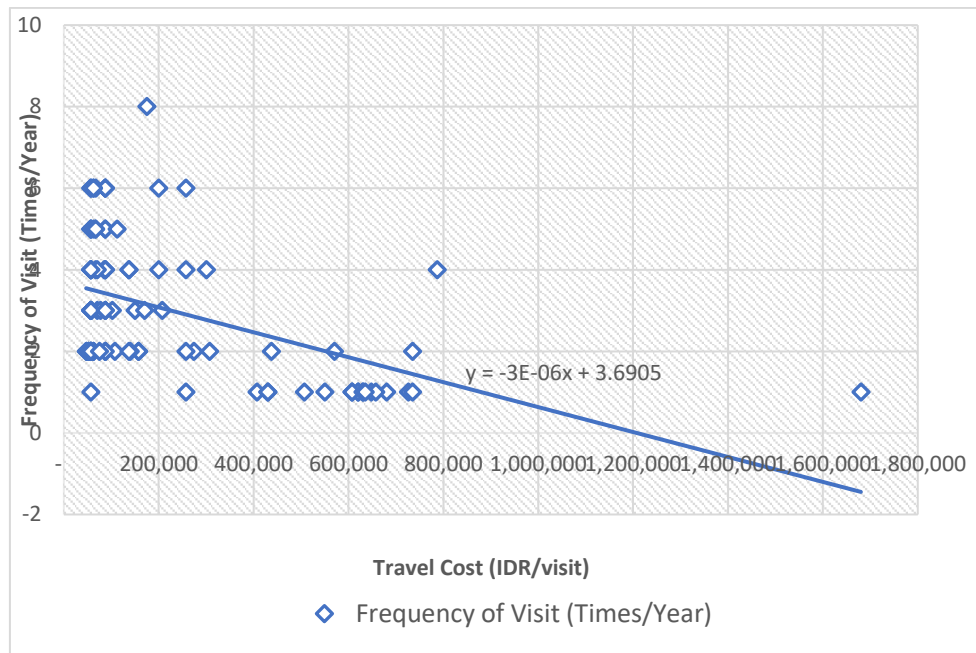


Figure 9. Tourism Demand Function Curve

Source: Primary data processed, 2024.

Management Strategy for Gumamae Beach Tourism Area

The management of coastal and marine areas on small islands (KDP) is currently a crucial issue (Marasabessy et al., 2020). Gumamae tourist area is an area that has a certain area that is deliberately built and provided for tourism activities or tourist services. If associated with water tourism, this definition means an area provided for tourism activities with the attraction of water areas. The development of a tourist area depends on what the area has to offer to tourists. This cannot be separated from the role of tourist area managers. According to Nugraha (2024), the success of a tourist area is highly dependent on 4A, namely attractions, easy to reach (Accessibility), facilities (Amenities), and institutions (Ancillary).

Gumamae Beach is one of the coastal areas which is also a tourist area that is managed so that there are no crucial problems. In accordance with the stages of the analysis results used, internal and external factors from tourists can be identified which can be used to develop a development strategy for the Gumamae Tourism Beach tourist area. To make Gumamae Tourism Beach a favorite tourist destination for tourists, a development strategy is needed.

The number of activities that will be placed in a space in the Gumamae Beach Tourism area, it is necessary to pay attention to the suitability between the needs and capabilities of the tourist area. The results of the analysis of internal and external factors of Gumamae Beach Tourism are shown in the following table.

Table 4. Results of Internal and External Factor Analysis of Gumumae Beach Tourism

INTERNAL/ EXTERNAL	STRENGTH (STRENGHT - S)	WEAKNESS (W)
	<u>Beauty of Nature</u> Natural beauty with beautiful scenery	<u>Dependence on Season</u> Uncontrollable weather and seasons
	<u>Economic Potential</u> Coastal and marine potential sources of local income	<u>Environmental Impact</u> Environmental damage and waste
	<u>Job Opportunities</u> Creating jobs	<u>Management capacity</u> Limited human resource capacity
	<u>Culture and Tradition</u> Local traditional culture can add to the attractiveness of tourism	<u>Maintenance Cost</u> Maintenance operating costs
<u>OPPORTUNITIES (O)</u>	<u>STRATEGY (S-O)</u>	<u>STRATEGY (WO)</u>
<u>Beach Ecotourism</u> Environmental conservation policies can attract tourists	<ul style="list-style-type: none"> - Enrich photo spots that are likely to attract tourist interest; - Improve infrastructure and product diversification in collaboration with the private sector; - Making SBT's distinctive cultural attractions to attract tourists. 	<ul style="list-style-type: none"> - Protect the environment from the threat of abrasion, adding wave-retaining embankments; - Cooperate with stakeholders to cover operational costs
<u>Partnership and Investment</u> Collaborate with the private sector for facility development, promotion, attraction and revenue generation		
<u>Diversification of Tourism Products</u> Creative economy development		
<u>THREATS (T)</u>	<u>STRATEGY (ST)</u>	<u>STRATEGY (WT)</u>
<u>Climate change.</u> Climate change and sea level rise threaten coastal sustainability	<ul style="list-style-type: none"> - Preserve the beach environment by planting plants and adding wave breakers; - Utilizing local wisdom to deal with disaster risk and environmental damage - Local government prepares cleaning staff, POKDARWIS; - Maintain political stability and quality of environmental and social services 	<ul style="list-style-type: none"> - Provide input to the central government Caring for environmental sustainability to reduce the impact of climate change; - Strengthening the capacity of Human Resources, including local wisdom, to cope with disaster risks - Operational cost efficiency to improve tourism competitiveness
<u>Natural Disasters</u> The risk of sunami and coastal erosion will usually damage the infrastructure and attractiveness of the beach.		
<u>Competition and socio-political instability</u> Price and quality competition from other beach destinations and socio-political disruption		

The results of the SWOT analysis show that the Gumamae Beach Tourism Area requires several strategies in accordance with internal and external factors. Internal factors are the quality of Human Resources (HR), facilities, infrastructure, management, organization, finance, marketing, promotion, and environmental conservation. While external factors are government policy, economy, socio-culture, technology, competition, environment, and tourism trends.

Conclusion

Based on the results of the analysis, several conclusions can be drawn that tourists who visit Gumumae Beach Tourism are almost dominated by women as much as 51% and teenagers with a percentage reaching 49%, this is indicated by the number of students with a percentage of 74% and the most visited by visitors around the Gumumae Beach tourist location as much as 73%. The increase in the number of visits at Gumumae Beach Tourism is influenced by the cost of travel and the length of visit of the tourists. The higher the cost of travel and the longer the visit, the lower the frequency of tourist visits. The development strategy of the Gumumae Beach tourism area that needs to be done is to optimize the potential beauty of beaches and mangroves followed by infrastructure improvements and culinary spots in collaboration with the private sector. In addition, local governments need to develop tourism that is environmentally friendly, clean and managed by human resources who serve professionally. Tourism needs to be a leading sector in order to make a real contribution to the local revenue of the East Seram district. The suggestion as a recommendation from the results of this study is that the local government and the manager of the Gumumae Beach tourist site need to improve supporting facilities such as restaurants and restaurants, lodging, cultural tourism attractions such as food sales and local specialties. It is important for local governments to collaborate with third parties to increase the contribution of tourism to local revenue.

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