The Direction Concept of Leading Tourism Development of Amay Jayapura Beach Based on the Community Aspirations

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Abstract. Amay Beach is expected by the government and the community to be one of the leading tourism potentials in the Papua Province. However, there are still many problems in the tourist area that must be resolved to meet those expectations. For this reason, we need a concept of tourism development originating from the community as an affected element and those who knows the condition of the problems in the region. This study used a quantitative method with a frequency distribution analysis tool to tabulate the results of community participation. The results concluded that Amay Beach is a region with typical environmental conditions, 46% of the community gave direction to the concept of tourism development in the environmental development sector. Tourism activities are expected to provide economic improvement, so that 33% of the community gives direction to the concept of tourism development in the economic development sector. In addition to these two things, Amay Beach area still holds high local and customary values. As a result, 21% of the community provides development direction in the socio-cultural sector.

1. Introduction
Tourism is a big industry that has the potential of approximately hundreds of millions of people on international and domestic trips every year. Not only in terms of travel, are many people involved globally to work directly and indirectly in this industry [1]. Tourism has become a source of potential income in various countries. Not only from the aspect of income, but also the existence of tourism becomes a new catalyst for economic growth in the community.

Global conditions and the development of times make activities in the tourism market to continue to develop [2]. The tourist market is increasingly diverse, making tourism activities must continue to be creative in displaying content to dominate the market. Development is needed for visitors to make them interested to visit again. One of the things that is often done is to add local values and integral cultural heritage which are clearly understood, preserved and diversified. As a result, they can be useful to the community [3].

The "uniqueness" of tourism spot is an important value in the development of tourism market. Many efforts have been made to develop the characteristics of the region as a landmark for tourist selling power. Given the importance of the characteristics of a tourist area, community participation is important because community is a group of people who are directly affected and they know the characteristic of the region best. Seeing the importance of the value of people's aspirations, the participatory approach has an important role in assessing the deepest conditions of an area. Moreover,
the participatory approach, which is considered the most suitable in the 'postmodern planning' era, is expected to improve the welfare of the community at the lowest level [4].

Jayapura Regency has a very diverse natural beauty, ranging from natural potential to local wisdom. Especially in the northern coastal region, there are beautiful beaches, one of which is Amay Beach [5]. Amay Beach is a leading tourism spot located in the District of Depapre. Amay Beach has beautiful beaches both inland and ocean, and has natural sea and freshwater spots. Previously, Amay beach was famous as a place for local people to sell garden products such as the typical fruit of Papua Island, Matoa [6]. With this potential, Amay Beach is expected to be a leading tourist destination in the Papua Province. One of strategies to realize it is by conducting one of the most famous annual cross-regional festivals on the island of Papua, namely the Teluk Tanah Merah Maritime Festival (FBTTM) which is planned to be transferred to Amay Beach [7]. With the condition of global tourism potential and the Amay Coast development plan, the community of people who understand the conditions and problems at Amay Beach is needed their participation in giving the idea of Amay Beach development. With this participation, it is expected to ensure environmental conditions are maintained, the economic condition of the community increases and there are no neglected socio-cultural problems, and make the community have a high sense of belonging to the Amay beach development plan so that the plan can run optimally as its goal.

![Figure 1. Location of Amay Beach, Jayapura Regency](image)

2. Methodology

The method used was a rationalistic quantitative method by using frequency distribution analysis techniques as an attempt to generalize the results of the concept of tourism area development based on community participation.

The theory of sustainable tourism was the material of analysis used to measure the concept of development based on community participation. Sustainable tourism development has meaning as an effort to develop tourism which focuses on aspects of sustainability of resources for future development "Form of tourism that is consistent with natural, social, and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experience "[8]. Sustainable tourism is not only about ecology and economics, but also sustainable culture because culture is also an important resource in tourism development [9]. Therefore, the three aspects that became the measurement tools of research were environment, economy and social culture.

The research flow diagram was adopted and modified according to quantitative rationalistic from quantitative research diagrams [10].
3. Result and Discussions

The results of community participation are summarized in the form of questionnaires. The generalization of the results obtained that there were 28 respondents (46%) who proposed the development carried out was environmental development, 20 respondents (33%) were economic development and 12 respondents (21%) were in the field of social and culture. These results indicated that the physical environment of Amay Beach is a major concern of the community. This is in harmony with the people of Papua who are famous for their natural beauty and living side by side with nature.

Environment is the main factor that is considered. It can be seen how nature works from it, this is because Amay beach tourism area has an environmentally appropriate system of climate. During the wave season, large waves cause tremendous abrasion. As a result, many gazebos collapse because the foundation is eroded by waves. The Amay coastal land area becomes smaller because the sand is pushed into deeper land areas, some rivers will shrink to land because of the sand of abrasion. As a result, one of the most favourable spots, that is the freshwater spot is lost (Amay Beach has the attraction of bathing sea and fresh water). The opposite happened during the rainy season. Amay Beach area which is located at the foot of the Cyclop Jayapura mountain get rain water and the springs that flow through the river and bring the sedimentation sand to the sea. As a result, rivers reappear, the Amay Coast land extends and freshwater bathing spots are open from a pile of abrasion sand. This natural work system has taken place for decades. Therefore, the people are very aware of the importance of the balance of both, so that the direction of environmental development such as abrasion handling, river management and reforestation is the most common development for the community. In addition to the balance of the two seasons, the direction of the development of reforestation with certain types of plants also received attention, because Amay Beach area becomes parrot habitat and a route to stop for Cendrawasih birds.
Figure 4. The same location during two different seasons, the blue circle is position of the gazebo and the red circle is freshwater bathing spots that become land

Figure 5. The emergence of a river depends on the season, even though the river is still a public transportation of water

Increasing people's income and opening employment opportunities is one of the impacts that tourism activities can provide [11]. It is the hope that brings the results of participation towards the development of the Amay Beach tourist area towards economic development. The biggest obstacle faced is infrastructure development, especially in the road sector which consists of various authorities ranging from roads with provincial authority to roads with district authority. Road damage has made the distance between the urban area of Jayapura and the tourist area of Amay Beach, which is only 27 km away, must be taken within 2.5 hours. The damaged road conditions make tourist travel disturbed in the vehicle. Even road damage that is often a public complaint has caused environmental damage and accident [12]. In addition to infrastructure, the completeness of tourism facilities is also considered to be lacking, the distribution is uneven and collection of tourism activities is only at one point. The community has been given crafting training, but the gallery is not prepared, so people have difficulty selling handicrafts.

Socio-cultural life is an integral part of the local community, the value of Papuan traditional wisdom needs to be preserved and maintained. More importantly, traditional Papuan wisdom must be considered [13]. In Amay Beach Tourism area, land ownership rights still hold the customary land system. In more detail, the land rights are owned by 16 clans. Therefore, it is necessary to pay attention to the socio-cultural conditions in regional development because, if it is not, it is potential to create conflict. In every development, besides planning from the government, it needs to be synchronized with the results of community decisions through the local custom council meeting. Another aspect of socio-culture is to provide a place for administering local customary rituals as part of spiritual values. In addition to social aspects based on culture, the development of the community sector also received attention from the community, one of which was by training in English for community development direction for communication with many tourists from abroad.

The results of the proposed community participation related to Amay Beach tourism development program consist of 3 aspects, namely environment, cultural and economic social. However, some
directives for development also have a position between the two specific aspects such as the slices of the economic-environmental and sociocultural-economic aspect. To find out the position of the development direction in more detail, it can be seen in the picture below.

![Diagram of development directions]

**Figure 6.** Position of Amay Beach Tourism Area Development Program as a Result of Community Participation

### 4. Conclusion and recommendation

#### 4.1 Conclusion

Some conclusions obtained from this research are:

The first, Amay Beach tourist area has a unique physical nature, ranging from the influence of the balance of two seasons (abrasion and rainwater) to the place of animal habitat. It has made people have high environmental awareness with proven of 46% of directives development is aimed at development based on protection and environmental preservation. The second, the community also expects that Amay Beach tourism can increase people's income and open employment opportunities for local communities, this is indicated by 33% of development directives aimed at economic-based development. The third, Amay Beach area still holds high local and customary values. As a result, 21% of the community provides development direction in the socio-cultural sector. The three aspects also produce mixed development directives, such as “economics environmental” and “socio-cultural economics”.

#### 4.2. Recommendation

The recommendation that can be given from this research is that the first natural balance protection should be the main concept in the construction of the Amay Beach Tourism area because if one of the equilibriums is disrupted then many things will be lost physically and environmentally. All forms regional development design must be based on abrasion control and protection of the water flow system. The second is to create a creative society by providing economic facilities as supporting means to increase people's income such as the Deprapre culinary center, cottages, handicraft galleries,
trade corridors, equitable distribution of economic activities, and making communities who can independently make tourist spots new. The third is to include local elements as one of the mechanisms for the development of the Amay beach tourism area. This is because the customary system is still held. Besides, the community is open and ready to improve their ability in tourism, one of them is the ability to communicate with visitors.

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