Evaluation of the existing conditions of lasiana beach tourism destinations and ecosystems, Kupang City

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Article Info

Abstract:
This research aims to determine the existing conditions of the destination and ecosystem of Laisiana beach tourism and evaluate the performance and importance of these existing conditions. This research falls under the action research design with data acquisition techniques using interview, observation, and documentation techniques. Determining the research population is through non-probability sampling with a convenience sampling approach and key actors sampling. The number of research samples is 75 people. Variable measurement is done on a Likert scale. The data types consist of primary and secondary data. Data analysis is done using a quantitative approach, namely interval technique and IPA analysis. The research results indicate that there is still a gap between the existing conditions of the destination and the tourism ecosystem towards satisfaction. The evaluation results show that the existing conditions of tourist destinations have not been a focus while the expectations of tourists are very high. Unlike the existing tourism conditions, most attributes such as community acceptance, tourist locations, tourist products, investments, development policies, and supporting tourism industries are expectations of tourists to be improved but are not a priority, while aspects that are not of concern to tourists receive excessive attention such as tourist targets, supporting facilities, tourism trends, product value, marketing, and tourism resources.

Keyword: Tourist Destinations; Tourist Ecosystems; Existing Conditions

INTRODUCTION

Indonesian tourism is predicted to grow rapidly compared to before and during the Covid-19 pandemic. An Expert Survey conducted by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baperekraf) from June 18 to July 14, 2023, shows that 76.19% of experts assess that the current tourism condition in Indonesia is in the process of recovery and the tourism condition in

Indonesia in 2024 will develop rapidly (Kemeparekraf, 2023). This prediction is in line with the report from the Central Statistics Agency (BPS Indonesia, 2024) that cumulatively, the number of foreign tourists from January to April 2024 increased by 24.85% compared to the same period in 2023. Meanwhile, the number of domestic tourist trips in March 2024 increased by 33.13% compared to the same month in 2023.

According to (Buhaerah, 2017) and (Japlani et al., 2023), the industrial sector in the tourism field will continue to grow rapidly every year and consistently contribute to economic growth. The Indonesian BPS report (BPS Indonesia, 2024), states that the Indonesian tourism sector has a proportionate contribution to GDP of 4.11% and contributes US$ 7.03 billion in foreign exchange. (Pontonuwu et al., 2024) explain that the benefits of the tourism sector, besides being a source of foreign exchange earnings for a country, can create job opportunities and introduce culture and natural resources.

The importance of the tourism sector for this nation is reflected in Law Number 10 of 2009 concerning tourism, which mandates the tourism sector as an integral part of national development carried out systematically, planned, integrated, sustainable, and responsible. (Leewellyn & Abdillah, 2020) state that tourism development is destination development. Furthermore, (Aini, 2024) explains that the main components of a tourism destination consist of 3 (three), namely tourists (guests), local communities (hosts), and the destination itself. (Fellyanus Haba Ora et al., 2021) explain that tourism destinations in Indonesia rely on attractions to increase tourist visits through attractions for enjoying travel (pleasure tourism), for recreation tourism, cultural tourism, sports tourism, business tourism, and convention tourism.

(Leewellyn & Abdillah, 2020) explain that tourist destinations need to be maintained and preserved for their value. Tourist destinations are described as physical locations where tourists spend at least one night, so there must be tourist attractions, products, and services needed by tourists during their stay (Gegung, 2021). Therefore, the availability and sustainability of the tourism ecosystem need to be well managed. (Ora et al., 2021) state that the tourism ecosystem consists of all elements found in tourist destinations and have interrelated relationships, making it a complex need at tourist destinations.

(Japlani et al., 2023) and (Patadjenu et al., 2023) state that the elements needed to enhance the value of a tourist destination are attraction, accessibility, amenity, and ancillary service. Meanwhile, (Ora et al., 2021) state that the components forming the tourism ecosystem consist of global tourism trends, tourist targets, tourism product values, tourism products, tourist location, tourism marketing, tourism policies and partnerships, supporting industries, supporting infrastructure, supporting resources, tourism investments, and tourism revenues.

Kota Kupang, the capital of East Nusa Tenggara Province, has an area of 180.27 km^2 and a coastline length of 27 km (Riwukore et al., 2019). The coastal area of Kota Kupang is a centre for trade and tourism (Riwukore et al., 2020), with Lasiana Beach as a famous destination located approximately 11 km from the city centre. Lasiana Beach is known as the beach of a thousand lontar trees and is a primary destination for the people of Kota Kupang, covering an area of 15.9 Ha. In 1986, the East Nusa Tenggara Provincial Government built various tourism facilities on this beach. The potential of Lasiana Beach lies in its natural beauty, agrotourism, and local culture, including within the Coastal

Tourism Strategic Area. Kota Kupang Government plans to make Lasiana Beach a flagship beach due to its beauty and local culture.

However, some research results indicate that there is a need for more constructive and planned efforts to realize the role of Lasiana Beach as a centre for tourism destinations and ecosystems. (Sanam & Adikampana, 2014) reported that the development of Lasiana beach tourism needs to consider aspects such as infrastructure, promotion, human resources improvement, and empowerment of the local community. The research by (Ora et al., 2021) reported that the development of the Lasiana beach tourism destination needs improvements in terms of accessibility and institutional aspects.

Meanwhile, concerning the tourism ecosystem, weaknesses are still evident in terms of investment, policies, and tourism resources. The research by (Dampung et al., 2020) mentioned that the development of the Lasiana Beach tourism destination needs to be enhanced in terms of facilities and attractions. Similarly, as reported by (Mulyana & Fanggi, 2022), the development of Lasiana tourism destinations is still hindered in terms of tourism promotion and availability of tourist facilities. Quality human resource management is also crucial in managing a product or service (Muday et al., 2024). The success of a process can enhance the existence of a business profile (Yustini, 2023).

The results of the above research indicate that the development of tourism destinations and tourism ecosystems are two different but inseparable things. The above studies are more specific in touching on one of the elements of tourism, namely destinations or ecosystems. The study by (Ora et al., 2021) have explained tourism destinations and ecosystems, but not comprehensively up to the performance of these elements. Therefore, the novelty of this research is to assess the performance of each of these attributes in terms of satisfaction and dissatisfaction, productivity, poor or good performance, and priority or non-priority. This can help in formulating policy interests in the development of tourism destinations and ecosystems, especially for regions or areas with limited local or national budgets. Thus, the purpose of this research is to determine the existing conditions of the Lasiana beach tourism destination and ecosystem and to evaluate the performance and expectations of these existing conditions.

RESEARCH METHODS

The research design used is action research, one of the alternative research methods in studies and actions based on existing conditions (Sekaran & Bougie, 2020). According to (Ora et al., 2021), design research and action research are action research conducted to obtain truth but produce expected conditions because they involve the active participation of the community through perceptions considered while at the location of the research object. Action research according to (Darwis, 2017), produces a formula that is suitable for actual conditions in community empowerment efforts.

One of the very important processes is collecting data, how a researcher collects the desired data with the data collection tool. Data collection tools can be in the form of interviews, observations, and questionnaires (Riwukore, 2022). In collecting data, it can be carried out simultaneously or at once, then it is called quantitative research with a cross-sectional design (Abduh et al., 2023). The determination of the population and research sample is done non-probabilistically, namely with convenience sampling and key actors. Convenience sampling is carried out at the research location with guidance

from (Hair et al., 2011) that the minimum number of research samples is 10 times the number of the most indicators from one variable, where the most indicators are 7, which means 70 samples. Meanwhile, key actors as key informants come from the Head of the Kupang City Tourism Office, the Head of the Lasiana Beach UPTD, and a group of business community members (3 people). Thus, the total sampling in the study is 75 people. The types of data used in this research consist of primary data (observation and questionnaire) and secondary data (documentation/literature).

Measurement of variables is done with closed statements/questions using a Likert scale as an ordinal scale (Budiaji, 2013); (Ora et al., 2021), namely 1 = STP/STS (very dissatisfied/strongly disagree), 2 = TP/TS (dissatisfied/disagree), 3 = N (neutral), 4 = P/S (satisfied/agree), and 5 = SP/SS (very satisfied/strongly agree). To determine the existing conditions of respondents' perception analysis, the interval calculation for each variable is as follows.

Maximum score = 5 ; and Minimum score = 1; so Interval = maximum score - minimum score / maximum score = 4/5 = 0.8

Table 1. Interval and Categories of Variable Research Values

No.	Category	Interval
1.	STP/STS	1,00 – 1,79
2.	TP/TS	1,80 – 2,59
3.	N	2,60 – 3,39
4.	P/S	3,40 – 4,19
5.	SP/SS	4,20 – 5,00

Source: Modification of (Zamzam & Marnisah, 2021)

Data analysis using the Importance-Performance Analysis (IPA) technique, which is a multi-attribute model and can be used to analyze importance and performance that impact satisfaction. The analysis results are described descriptively (narratively). Analysis of Importance-Performance (IPA) using the SPSS program is carried out in stages:

1. Determining the level of suitability between the attributes of performance of the existing condition and the level of importance, where the attributes are studied by comparing the importance score with the existing condition score. The formula used for the level of suitability is:

$$Tki = \frac{Xi}{Yi} \, x \, 100\% \, ... \, (1)$$

Explanation: Tki: level of fit, Xi: performance score, and Yi: importance score.

2. Calculate the average for each attribute, using the formula:

$$\overline{Xi} = \frac{\sum Xi}{n} \qquad \overline{Yi} = \frac{\sum Yi}{n} \, ... \, (2)$$

Description: $\overline{Xi}$: Average score of existing attributes, $\overline{Yi}$: Average score of expected attributes, and n: sample size.

3. Calculate the average of all existing attributes and expected attributes that serve as boundaries in the Cartesian diagram, using the formula:

$$\overline{\overline{X}} = \frac{\overline{\sum Xi}}{k} \qquad \overline{\overline{Y}} = \frac{\overline{\sum Yi}}{k} \quad \text{........ (3)}$$

Explanation: $\overline{\overline{X}}$: Average of the existing attribute average scores, $\overline{\overline{Y}}$: Average of the expected attribute average scores, and k = Number of attributes that affect performance.

4. Explanation of each attribute in a Cartesian diagram.

Quadrant A is the area that contains factors with expectations above average, but in reality, the existing attribute elements are below average. Quadrant B is the area that contains factors considered important expectations and the existing attribute elements have above-average capabilities. Quadrant C is the area that contains factors considered less important expectations and in reality, they are not too special. Furthermore, Quadrant D is the area that contains factors considered less important expectations by employees and perceptions are below average (Algifari, 2019); (Ora et al., 2020).
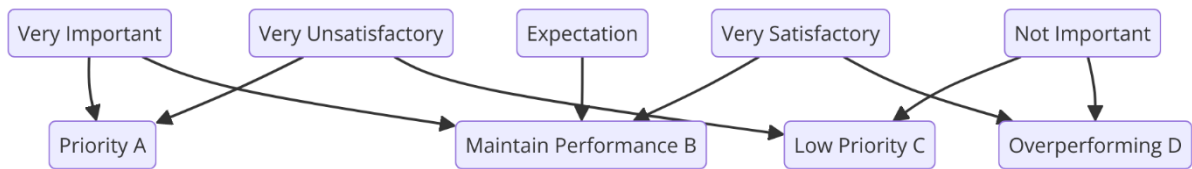

Figure 1. Cartesian Diagram
Source: Author, 2023

Research by (Putu & Putu, 2021) uses indicators to measure tourist attractions consisting of level of uniqueness, level of beauty, and availability of land. Indicators for measuring amenities/facilities of tourists consist of completeness, cleanliness, and tidiness of facilities; condition and function of facilities; ease of using facilities; and completeness of equipment. Research by (Hidayat et al., 2017) in measuring accessibility uses indicators of information access; access to road conditions towards destination; and final destination.

The research by (Ora et al., 2021) uses indicators to measure the global tourism ecosystem (early warning, ecological tourism management); tourist targets (education, recreational destinations); product value (types of product variants and product quality); tourism products (beauty, uniqueness); tourist locations (recreational facilities, events, specific activities, psychological attractions); tourism marketing (diversity of promotional media, attractiveness of promotions, clarity of promotional messages, completeness of information in promotions); tourism development policies (efficiency, impact, and sustainability); supporting industries (occupancy rates and tourism support facilities); supporting facilities (security, location arrangement, availability of various supporting outlets); tourism resources (natural resources, cultural resources, and non-creative resources); investments (risk management, income); and community acceptance (community friendliness, not conflicting with the values and cultural norms of the community).

RESULTS AND DISCUSSION

Description of Lasiana Beach

The tourist location of Lasiana Beach in Kota Kupang is located in the Lasiana Village, Kelapa Lima District, Kota Kupang, East Nusa Tenggara. The area covers 6.5 hectares. The Northern boundary of Lasiana Beach is Kupang Bay, the Southern boundary is with Penfui Village in Kota Kupang, the Eastern boundary is with Tarus Village in Kupang Regency, and the Western boundary is with Oesapa Village in Kota Kupang. Lasiana Beach in Kota Kupang was opened to the public in the 1970s by the East Nusa Tenggara Provincial Government. In 1986, the East Nusa Tenggara Provincial Government developed Lasiana Beach tourism by preparing and building supporting facilities such as lopo-lopo, swimming pools, management offices, entertainment stages, and other types of buildings.

The presence of Law Number 9 of 1990 concerning Tourism where the tourism sector became one of the main sources of income for the region and the country, then the Governor of East Nusa Tenggara at that time, Hendrik Fernandez issued a Decree of the Governor of the Regional Head of Level I NTT Number: 232/SKEP/HK/1993 Regarding the Appointment of the Provincial Tourism Office of Level I NTT as the manager of the Lasiana beach tourism object. In 1996, the status of Kota Kupang was upgraded from an administrative city to a Level II Regional Kota Kupang, and on August 14, 2003, a Joint Decree was issued between the Governor of East Nusa Tenggara and the Mayor of Kupang Number: HK.19Tahun 2003 and 23/PEMKOT/2003 for the management of Lasiana Beach as a profit-sharing management. The Kota Kupang Government began managing Lasiana Beach in October 2003.

To enter the Lasiana Beach tourist destination area, an entrance fee of IDR2,000 per person is charged, as well as a parking fee of IDR2,000 for two-wheeled vehicles, and IDR5,000 for four-wheeled vehicles. This area is equipped with several supporting facilities for visitors, such as kiosks (shops/stores), public toilets, cafes, eateries, swimming pools, traditional entertainment stages, children's play areas, and homestays. Local culinary delights such as young coconut ice, grilled corn, and smashed bananas complement the tourist food offerings.
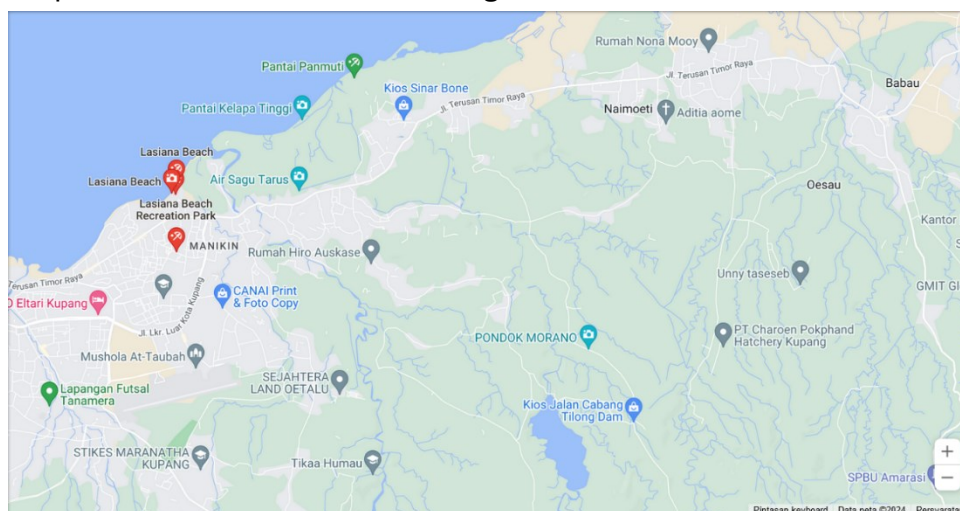

Figure 2. Map of Lasiana Beach location in Kota Kupang
Source: Google Map, 2024

Existing Condition of Lasiana Beach Destination

The measurement of existing conditions aims to understand and determine the research sample's perception of the real conditions experienced by the respondents. The research results related to the existing conditions of the Lasiana Beach tourism destination are as follows.

Table 2. Perception of existing conditions of Lasiana Beach tourism destination

Code	Parameters	Performance			Importance		
		X	∑	∝	E (X|Y)	∑	∝
DAtr	Attraction	3.40	765	Satisfied	3.44	773	Agree
DAme	Amenities	3.56	1067	Satisfied	3.63	1089	Agree
DAks	Accessibility	3.72	558	Satisfied	4.15	622	Agree
Average		**3,56**	**796.67**	**Satisfied**	Satisfied	**828**	**Agree**

Source: Author, 2024

Based on the data from the average values of tourism destination parameters, it can be said that among all existing conditions of tourism destinations covering attractions, amenities, and accessibility, the average value is 3.56, which falls into the satisfied category. Furthermore, the dominant indicator in tourism destination parameters is in the accessibility parameter at 3.72, and the parameter with the lowest value is in the attractions parameter at 3.40. So overall, tourism destination parameters are in the satisfied category, which falls within the range of 3.40 - 4.19. The results of this study indicate that the existing conditions at Lasiana Beach tourism destination can provide satisfaction to visitors, satisfaction to business actors, and job satisfaction. These research findings are consistent with the report by (Ni Putu & Putu, 2021) that attractions and amenities have a positive and significant influence on tourist satisfaction. It is further stated that the contribution of attractions and amenities to the satisfaction level is 54.8%. Similarly, the research report by (Sudarwan et al., 2021) show that attractions, amenities, and accessibility both partially and simultaneously have a positive and significant relationship with satisfaction, and the contribution of these three parameters is 72.2% towards satisfaction.

The total score results of the tourism destination parameter show that the total performance perception score is smaller than the total importance score (sttp < stpi), which means that the occurring gap is a negative gap (-). This research shows that currently, the condition of the Lasiana beach tourism destination in terms of attractions, amenities, and accessibility has not provided satisfaction. (F Haba Ora et al., 2020) stated that if the performance perception score is greater than the expectation perception score, it indicates a positive gap, while if the expectation perception score is greater than the performance perception, it indicates a negative gap. This study shows that tourism communities expect improvements or comprehensive evaluations of the existing conditions of the tourism destination at Lasiana Beach.

Existing Condition of Lasiana Beach Ecosystem

The measurement of existing conditions aims to understand and determine the research sampling respondents' perceptions of the real conditions experienced by the

respondents. The research results related to the existing condition of the Lasiana beach tourism ecosystem are as follows.

Table 2. Perception of the existing condition of the Lasiana Beach tourism ecosystem

Code	Parameters	Performance			Importance		
		X	Σ	∝	E (X|Y)	Σ	∝
ETP	Trend	4,01	602	Satisfied	4,43	665	Very Agree
ETW	Targets	3,80	570	Satisfied	4,21	631	Very Agree
ENP	Product value	3,95	592	Satisfied	4,41	662	Very Agree
EPP	Tourism product	3,59	539	Satisfied	4,27	640	Very Agree
ELW	Tourist locations	3,56	1069	Satisfied	4,29	1288	Very Agree
EP	Marketing	3,95	1186	Satisfied	4,35	1304	Very Agree
EKP	Development policies	3,59	807	Satisfied	4,36	980	Very Agree
EIP	Supporting industries	3,67	550	Satisfied	4,29	644	Very Agree
EFP	Supporting facilities	3,80	856	Satisfied	4,36	981	Very Agree
ESDP	Tourism resources	3,42	769	Satisfied	4,30	967	Very Agree
EI	Investation	3,55	532	Satisfied	4,32	648	Very Agree
EPM	Community acceptance	3,42	770	Satisfied	4,22	949	Very Agree
Average		**3,69**	**736,83**	**Satisfied**	**4,32**	**863,25**	**Very Agree**

Source: Author, 2024

Based on the data from the average values of the tourism ecosystem parameters, it can be said that among all existing conditions of the tourism ecosystem, including tourism trends, tourist targets, product value, tourism products, tourist locations, marketing, development policies, supporting industries, supporting facilities, tourism resources, investments, and community acceptance, the average value is 3.69, which falls into the satisfied category. Furthermore, the dominant indicator in the tourism destination parameters is the tourism trend parameter at 4.01, and the parameter with the lowest value is the tourism resource and community acceptance parameters, each with a value of 3.42.

So overall, the tourism ecosystem parameters are in the satisfied category, falling within the range of 3.40 – 4.19. The results of this study indicate that the existing conditions at the Lasiana Beach tourism ecosystem can provide visitor satisfaction, satisfaction to business actors, and job satisfaction. Tourism resources still have a low score, consistent with the report by F (Ora et al., 2021) that the supporting tourism resources at Pantai Lasiana need to be improved in quality. Meanwhile, the aspect of community acceptance, which still has the lowest score compared to other parameters, may be due to the fluctuating number of visitors, which impacts income. This is in line with the research report by (Ora et al., 2021) that community acceptance fosters a

creative economy in the Pantai Lasiana tourism location, but the income generated is not proportional to the decrease in tourist visits.

The total score results of the tourism ecosystem parameter show that the total performance perception score is smaller than the total expectation score (sttp < stpi), which means that the gap that occurs is a negative gap (-). This research shows that currently, the condition of the Lasiana beach tourism ecosystem does not provide satisfaction. (Ora et al., 2020) stated that if the performance perception score is greater than the expectation perception score, it indicates a positive gap, while if the expectation perception score is greater than the performance perception, it indicates a negative gap. This study shows that the tourism community expects improvement or a comprehensive evaluation of the existing conditions of the tourism ecosystem at Lasiana Beach.

Priority Development of Destinations and Tourism Ecosystems

The priority testing of the development of the Lasiana Beach destination and tourism ecosystem uses the Importance-Performance Analysis (IPA) method, which is a multi-attribute model that can be used to analyze satisfaction performance. According to (Algifari, 2019), the IPA model is used to measure satisfaction performance that is considered important by customers and the satisfaction performance received by customers. The main goal of IPA is a diagnostic tool that facilitates the identification of attributes based on their respective importance. Interpretation of the analysis results is displayed on a graph (Kartesius degree) that has 4 quadrants, namely quadrant A (top priority), quadrant B (achievement priority), quadrant C (low priority), and quadrant D (excessive). The analysis results can be seen in Figure 3.
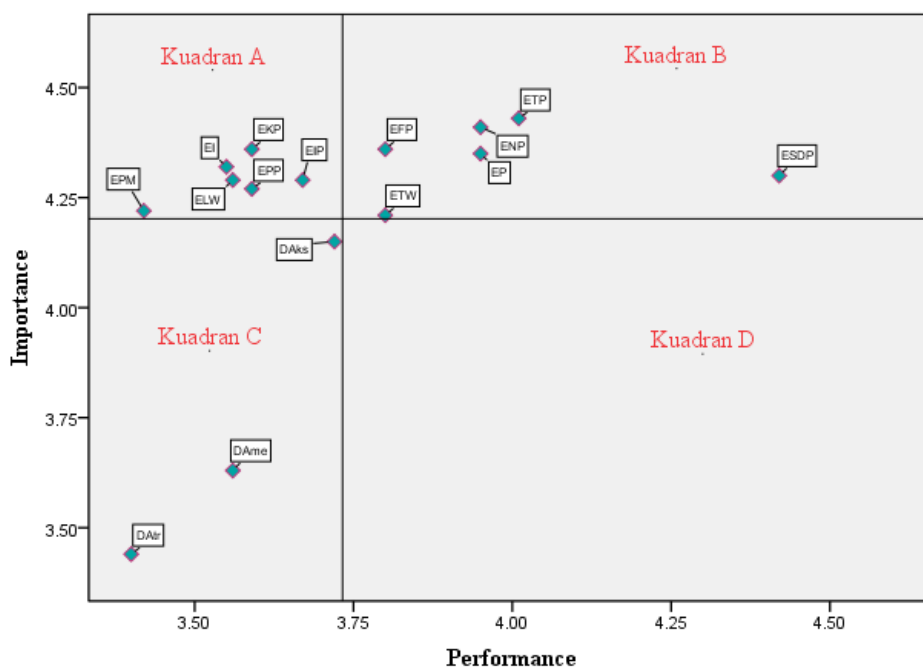

Figure 3. Cartesius diagram
Source: Author, 2024

The evaluation results related to the existing conditions of the Lasiana Beach tourism destination and ecosystem show that all tourism destination parameters are in quadrant C, which means that the tourism destination parameters are of low priority, while the expectation is for them to be of high priority. Tourism destinations consisting of attractions, amenities, and accessibility should be prioritized as destination advantages. This is in line with the research report by (Sudarwan et al., 2021) that attractions, amenities, and accessibility have a positive and significant influence on satisfaction, and the contribution of these three parameters is 72.2%. Similarly, as stated by (Sanam & Adikampana, 2014) the attributes of tourism destinations are crucial in the development of tourism in Lasiana Beach.

Meanwhile, the evaluation results related to the existing conditions of the tourism ecosystem show that the parameters EPM (community acceptance), ELW (tourism location), EPP (tourism products), EI (investment), EKP (development policies), and EIP (supporting industries) are in the high priority or quadrant A but are of low priority in terms of performance. Therefore, these parameters need to be improved and developed to support the Lasiana Beach tourism ecosystem. The evaluation results for the parameters related to the existing conditions of the tourism ecosystem, such as ETW (target tourists), EFP (supporting facilities), ETP (tourism trends), ENP (product value), EP (marketing), and ESDP (tourism resources), although already at a high level of achievement (very good) or in quadrant B, are still receiving excessive attention. These parameters should only be a priority for maintenance, not for excessive attention, and have low benefits in terms of satisfaction.

None of the attributes are in quadrant D, indicating that in principle, the existing conditions of the tourism destination and ecosystem are not overly prioritized, so satisfaction from all these attributes does not need to be maintained. Based on the evaluation results of the existing conditions of the Lasiana Beach tourism ecosystem, significant work and government seriousness are needed. (Fellyanus Haba Ora et al., 2021) suggest that the development of the Lasiana Beach tourism destination and ecosystem can be achieved through diversification of additional tourist attractions, improvement of physical facility conditions and location facility involution, effective marketing and promotion, increasing community participation in the tourism area, and enhancing the benefits of accessibility to tourism destinations.

CONCLUSION

The research on Lasiana Beach in Kota Kupang reveals a significant gap between the existing conditions of the destination and ecosystem and the expectations of tourists. The findings indicate that while there are some positive aspects, such as satisfactory levels of accessibility, amenities, and some elements of the tourism ecosystem, the overall performance falls short of tourist expectations. This gap is particularly evident in areas like community acceptance and tourism resources, which are crucial for the sustainable development of the tourism sector.

The Importance-Performance Analysis (IPA) shows that key areas, such as tourist attractions, amenities, and accessibility, though satisfactory, require prioritization to meet higher expectations. Conversely, elements like community acceptance, tourism locations, and supporting industries, which are critical to the tourism ecosystem, are currently underperforming and demand significant improvement. These components

need urgent attention to enhance the overall tourist experience and ensure the long-term success of Lasiana Beach as a major tourist destination.

In conclusion, the research underscores the need for targeted development strategies to bridge the gap between current conditions and tourist expectations. This includes improving infrastructure, promoting effective community involvement, and enhancing tourism products and services. By addressing these challenges, Lasiana Beach can better position itself as a leading tourist destination in East Nusa Tenggara, contributing positively to the local economy and community.

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