

Challenges to develop small islands tourism in Indonesia

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Abstrak

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The Indonesian government places the tourism industry as one of the five priority development sectors. It has proven by the foreign exchange earnings of this sector. In 2015 this sector was ranked fourth under the oil & gas, coal, and crude palm oil with a value of approximately 11 USD billion, then from 2018 to 2019 was ranked first with the foreign exchange value of around 20 USD billion. Indonesia consists of 17,000 large and small islands, located at coordinates 6°N - 11°08'LS and from 95°BT - 141°45'BT. With these conditions, the choice of small islands to be tourist destinations. This study aims to determine consumer perceptions and assessment of tourism objects, as well as from stakeholders, and provide strategic recommendations for the development of island tourism. The research method used is a qualitative and descriptive method, through focus group discussions, interviews, and in-depth discussions with various stakeholders as well as distributed questionnaires to respondents who visited and stayed at the tourist destination. Four of the island tourist sites studied were the Anambas Island in Kepulauan Riau Province, Ora Beach in Maluku Province, Wakatobi Island in Southeast Sulawesi Province, and the Banyuwangis Red Island in East Java Province. The selection of these four destinations because the locations have a far-reaching or remote character and highlight the island tourism are the accessibility to tourist destinations to be able to show differences and advantages in each tourist destination. Government support plays a critical role in building tourism destinations, both through policies and rules, as well as infrastructure fulfillment.