

# Identification of the Tourism Potential Based on Attractions, Amenities and Accessibility in South of Amfoang District, East Nusa Tenggara

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**Abstract**— This study aims to identify the tourism potential of attractions, amenities, and accessibility in tourism development in South Amfoang District, East Nusa Tenggara. Qualitative research methods are used in this study. The data used in this study are primary and secondary data. Data were collected by interview and documentation techniques. The results of this study indicate that South Amfoang District which consists of 7 villages has tourism potential that can be developed, namely natural attractions that are still maintained. Facilities and infrastructure at some points of tourist attraction that are not too adequate and have not been managed optimally. The main access to several destination locations is also still not well developed.

**Keywords:** *tourism potential, attractions, amenities, accessibility*

## I. INTRODUCTION

According to Middleton, Fyall and Morgan in Yusendra, Vol 5, No 2 (2015) defines tourism as all activities with short-term travel to destinations/locations outside the area where they live, live, work and carry out their daily activities. Tourism development is an effort to develop or advance tourist objects so that they are better

and more attractive in terms of places and objects in them to attract tourists to visit them. The development of tourism as an industry should ideally be based on four basic principles, as stated (Sobari in Anindita, 2015), namely:

1. Ecological sustainability, namely that tourism development must ensure the creation of maintenance and protection of natural resources that are tourist attractions, such as the marine environment, forests, beaches, lakes and rivers.
2. Continuity of social and cultural life, namely that tourism development must be able to increase the role of the community in supervising the way of life through the value system adopted by the local community as the identity of the community.
3. Economic sustainability, namely that tourism development must be able to create job opportunities for all parties to be involved in economic activities through a healthy and competitive economic system.
4. Improving and improving the quality of life of local communities through providing opportunities for them to be involved in tourism development.

One of the areas in Kupang Regency that is currently starting and being developed its potential to serve as a destination is South Amfoang. South Amfoang is a sub-district in Kupang Regency, East Nusa Tenggara. South Amfoang District has 1 (one) Kelurahan (Lelogama) and 6 (six) Villages (Fatumetan, Fatusuki, Leleboko, Oelbanu, Oh'aem I and Oh'aem II). South Amfoang District seems to have attractive tourism potential and has the opportunity to become a favorite tourist destination in NTT, especially in Kupang Regency. With its position between the mountains of the island of Timor, South Amfoang District has several tourism potentials including Sulfur Water Baths in Oh'aem Village, Batu Susun, Humon Hill and Afliug Hill. Some of these places have begun to be visited and in demand by tourists because they have their own charm.

The potentials in this area must of course be supported by good development as well. By looking at the components that must be owned by an area to be used as a tourist attraction, its development must include attractions, amenities and accessibility. According to Sunaryo (2013) explains that the main components in a destination are attractions, amenities, accessibility, supporting infrastructure and institutions. Meanwhile, according to Zakaria & Suprihardjo (2014) tourism preparation includes everything that is offered to tourists including tourist attractions, accommodation, transportation, infrastructure and supporting facilities. The importance of identifying tourism potentials based on attractions, amenities and accessibility is very helpful in the process of developing and determining the right strategy in accordance with the objectives to be achieved.

## II. LITERATURE REVIEW

### 2.1 TOURISM POTENTIAL

Potential is a variety of resources contained in a particular area that can be developed into a tourist attraction. In other words, tourism potential is a variety of resources owned by a place and can be developed into a tourist attraction that is used for economic purposes while still paying

attention to other aspects. Potential is power, strength, ability and ability both derived from the natural environment that supports human life and a process caused by human cultivation that has the possibility to be developed. Tourism potential is an ability of tourism objects that come from nature such as natural beauty, climate, beaches, mountains, caves and so on as well as the results of human cultivation such as temples, monuments, ancient relics, arts and so on which can be further developed to support tourism progress. in a certain place or area. Potential is divided into three parts (Yoeti, 2016):

- a. Natural potential, is the physical nature, fauna and flora.
- b. Cultural potential, not only includes high culture such as art but also includes customs and all habits that live in the midst of society such as how to dress, how to talk, activities in the market and so on, as well as the work of a community, both living and in the form of relics or historical places in the form of monuments, caves and so on.
- c. Human potential, humans can become tourist attractions that can attract tourist visits. Tourists can be attracted to visit an area because of the friendly attitude of the local community.

### 2.2 COMPONENTS OF TOURISM

According to Ritchie (2016) to support and fulfill all needs and services in tourism, a tourist destination must be supported by 4 (four) main components in tourism or usually known as 4A, namely, (1) attractions, consisting of natural resources, cultural attractions and attractions. artificial. The tourism capital can be developed into a tourist attraction where the capital has been found. The existence of these attractions is the reason and motivation of tourists to visit a tourist attraction. (2) amenities, are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. Facilities and infrastructure in question such as lodging, restaurants, places of worship, travel agents and so on. The infrastructure that is needed for the construction and development of tourism facilities is water supply, electricity, garbage disposal sites, airports, ports, communication technology and others. (3)

accessibility, is the most important thing in a tourism activity. All kinds of public transportation or transportation services are important access in tourism. When an area is still lacking in the availability of good accessibility, such as airports, ports, stations and roads, there will be no tourists who affect the development of accessibility in the area. If an area already has tourism potential, then adequate accessibility must be provided so that the area can be visited by tourists. (4) additional/ancillary services must be provided by the local government of a tourist destination both for tourists and for tourism actors. The available services include marketing, physical development such as roads, railways, drinking water, electricity, telephone and so on and are able to properly coordinate all kinds of activities and with all laws and regulations both on roads and in tourist attractions. . Additional services are also essentially things that strongly support tourism such as management agencies, tourist information, travel agents and stakeholders, namely local governments, investors and local communities.

**III. RESEARCH METHOD**

This study aims to identify and identify tourism potential based on tourism components, namely attractions, amenities and accessibility. Qualitative research methods are used in this study. Qualitative methods will be used to find information about tourism potential in terms of tourism components, namely attractions, amenities and accessibility. Qualitative research is defined as a process that seeks to gain a better understanding of the complexities involved in human interactions. In order to identify tourism potential, data is collected through secondary data collection by conducting a comprehensive study of library materials such as literature books, statistical reports from related agencies, research journals and articles. The field survey was conducted in order to collect primary data to the study location which was obtained in the form of an existing state and to conduct interviews with related and competent parties in writing this research. The stages to analyze the data

obtained are data reduction, data presentation and conclusion drawing. In this research, the data obtained by observation, interview and documentation. The informants were the people who knows technically about the regular laws developed in some destinations there. They were the subdistrict head, the head of village and some tourist and visitors.

**IV. RESULTS AND DISCUSSION**

**4.1 Overview**

South Amfoang is a sub-district in Kupang Regency, East Nusa Tenggara. South Amfoang District has 1 (one) Kelurahan (Lelogama) and 6 (six) Villages (Fatumetan, Fatusuki, Leleboko, Oelbanu, Oh'aem I and Oh'aem II). South Amfoang District seems to have attractive tourism potential and has the opportunity to become a favorite tourist destination in NTT, especially in Kupang Regency. With its position between the mountains of the island of Timor, South Amfoang District has several tourism potentials including Sulfur Water Baths in Oh'aem Village, Batu Susun, Humon Hill and Afliug Hill. Some of these places have begun to be visited and in demand by tourists because they have their own charm.

Table 1. The Identification of Tourism Potencial

No.	Potency	Identification
1.	Nature	a. Sulfur Baths b. Stacking Stones c. Humon Hill d. Afliug Hill e. Agriculture f. Farm
2.	Culture	a. Regional dance b. Honey harvest ritual
3.	Human resources	a. Hospitality b. Kindness

**4.2 Tourism Components**

**1. Natural Attractions**

The most prominent types of attractions in this area are natural attractions that can be directly enjoyed by visiting tourists. The mountainous area and favorable weather

make several locations in South Amfoang a destination for tourists to spend time and enjoy the beauty of the mountainous area which will be more beautiful to enjoy when it comes during the rainy season. Other attractions that can be found in this area are agriculture and animal husbandry which are still being managed and developed by the local government and local communities. The natural resources that can be found there are :

1. Sulfur Baths

Located in Oh'aem village. Hot springs containing sulfur. Sulfur water contained in this place is believed to cure various types of skin diseases. Tourists can enjoy the warmth of sulfuric water and its benefits, the right time is before sunrise (dawn)

2. Stacking Stones

Located in Lelogama village. Stone discs arranged up and to the side like a wall. This place will be more beautiful if visited in the rainy season. The water that flows in and out of the rock plate is the main attraction for tourists who like picture hunting with interesting spots.

3. Humon Hill

Located in Lelogama village. Hills with stunning green expanse. Tourists can do camping while enjoying the vast expanse of green hills

4. Afliug Hill

Located in Oh'aem village. High hill with 210 steps. Tourists can see and enjoy the beauty of the mountains that stretch over the top of this hill while resting.

Because natural conditions are still maintained, the development in the agricultural and livestock sectors can be a special attraction for tourists who visit. Agriculture and plantations in this area provide a livelihood for the local community. Tourists can enjoy and bring home some of the agricultural products managed by the local community. The most famous is Amfoang honey which is very nutritious because its authenticity has its own quality. This area is also one of the meat supply areas for the City of Kupang and its surroundings because the livestock is very well developed.

2. Amenity

The facilities and infrastructure in this place are still not well developed. In addition to the main road leading to this area which is already very good, several accesses to tourist attractions such as sulfur water baths and Afliug hills are still waiting for further development. Facilities such as public toilets, souvenir shops, trash cans and so on are still not available at some tourist sites. Lack of facilities such as cottages and homestays so setting up a tent or camping is an option that is usually taken by tourists who want to stay and spend the night enjoying the beautiful sky with a million stars. In addition, food stalls or places to stop, lopo and so on are not yet available so tourists often bring their own provisions and food for recreational needs.

4.3 Accessibility

To get to this area it takes 3 hours with a long journey of 110.3 km from Kupang City. Access to the location is very good because the road to the location is paved so that the distance traveled does not experience problems.

V. CONCLUSIONS AND SUGGESTIONS

5.1 CONCLUSION

The results showed that:

1. There are natural attractions that attract tourists to visit South Amfoang. In addition, the attractions of agriculture and animal husbandry also have their own charm
2. The amenities still need attention from the local government so that they are increasingly supporting the development of tourism in this area
3. Some access to get to certain tourist locations can be developed with the cooperation of various parties

5.2 SUGGESTIONS

1. The government represented by the East Nusa Tenggara Provincial Tourism Office is expected to be able to develop tourist attractions in South Amfoang so that it can be used as a tourist destination that can attract tourist visits.
2. The development of facilities and infrastructure must be further improved to

support the South Amfoang region as one of the destinations in Kupang Regency.

3. Roads as part of the transportation system have an important role in supporting the economic, social and cultural fields as well as the environment and are developed through a regional development approach in order to achieve a balance and equitable distribution of regional development.

4. The community can actively participate and be involved in every destination development process. With community involvement, it is hoped that it will have a good impact on the community's economy and increase the value of life for the surrounding area.

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