

Analysis Of Natural Tourism Of Anambas Island Riau Islands

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Abstract. *The Anambas Islands are small islands in Indonesia, which are located in the South China Sea. The Anambas Islands are also part of the Riau Archipelago Province, which is surrounded by many small islands, most of which are uninhabited but still have pristine natural beauty. The aim of this research is to analyze community empowerment in community-based tourism development and develop a strategy for developing community-based tourism development to increase local revenue. Tourism supporting infrastructure that must be improved in the development of tourism development in Anambas Islands Regency is improving public infrastructure and infrastructure in the tourism sector, namely sea transportation and marine tourism recreation facilities which have the highest value of 4.93, meaning that they must be focused more on their development. The method we take is qualitative and the internet is the main means we use to get a lot of information about the advantages and disadvantages of some of the islands in the Anambas Archipelago. The results of this research show the opportunity to build new tourism works to exploit its beautiful nature and of course build cooperation between local communities in the Anambas Islands.*

Keywords : 3-5 Anambas, Island, Riau, Tourism

INTRODUCTION

According to research sources IPKP (*Anambas Ecotourism Potential Study*) explains that Anambas is known for its spectacular natural beauty, including white sand beaches, beautiful coral reefs and extraordinary marine biodiversity. The latest study by the Institute for Marine and Fisheries Research (IPKP) states that this region has more than 250 species of coral reefs and 900 species of fish. Although the tourism infrastructure in Anambas continues to develop, there are still shortcomings in terms of accommodation and transportation. The latest report from the Department of Tourism and Creative Economy of Riau Province highlights the importance of investment in hotel and port development.

Analyzing the Anambas tourist destination in the Riau Islands can start by highlighting its potential and attractiveness as a tourist destination. The Anambas Islands are located in the Riau Archipelago Province, which is an attractive destination with stunning natural beauty, including white sandy beaches, clear sea water and underwater life that is rich in marine biota. Analysis of the Anambas tourist destination also needs to pay attention to existing infrastructure, such as accommodation, transportation and other

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supporting facilities. This is important to understand the destination's level of readiness to handle the number of tourists arriving, as well as to improve their tourism experience.

Apart from that, this analysis also needs to pay attention to other aspects such as environmental sustainability, preservation of local culture, and economic impacts on local communities. Efforts to maintain a balance between tourism development and environmental and cultural preservation are very important to ensure the long-term sustainability of the Anambas natural tourist destination.

Through comprehensive analysis, we can identify opportunities to improve destination management, improve infrastructure, develop diverse tourism products, and strengthen tourism promotion. In this way, the Anambas tourist destination in the Riau Islands can continue to develop as a superior tourist destination that is attractive to local and foreign tourists.

ETIS THEORY STUDY

According to the results of the analysis (*Oksep Adhayanto, Kemudi; Journal of Government Science*) it is stated that the maritime-based tourism development policy is seen from the process of implementing the Tourism Strategic Plan policy. The implementation process is measured through the variables proposed by Van Mater and Van Horn. Variables in the implementation process that do not support each other and unclear standards and targets of the policy itself have resulted in a lack of availability or creation of tourism infrastructure, thereby hampering the growth and development of the maritime tourism industry in the Anambas Islands.

The Anambas Islands tourism development was developed based on the strength of natural marine tourism attractions with exotic, artificial, historical and cultural small islands only as support. From what we can see, this region has geostrategic value for Indonesia because it directly faces the South China Sea. The Anambas Islands are bordered by Vietnam's North Natuna Sea from the north, Bintan Regency from the south, Malaysia's Natuna Sea from the west, and Natuna Regency from the east.

According to research (*Wijaya, S.Hut., M.Si.*) it is predicted that the Anambas Islands have an area of 46,029.77 km, with details of 46,029.77 km. Other details say that 98.65% is ocean and 634.37 km or 1.35% is plain/land. This island is one of the islands with extensive waters in Indonesia and is even ranked among the largest and most beautiful islands in the world, and has very high natural tourism potential. There are also various other tourist attractions such as man-made, cultural customs and historical heritage. The details obtained are that there are approximately *150 objects, 74% natural tourism, 44 objects, 41% cultural tourism, then the remaining 4 objects, 2% man-made tourism* .

Tourism facilities in the Anambas Islands include: 19 accommodation units spread across 5 sub-districts, 47 restaurant units, 3 souvenir shops, 4 bank facilities/ATM machines. Access to the Anambas Islands can be via sea and air. The gates for these two routes can be accessed through Letung Harbor, Tarempa Harbor, Letung Airport and Anambas Airport. 4 large sea ports which can be entry points for domestic and foreign tourists, three in Siantan and one in Jemaja.

RESEARCH METHODS

This article uses qualitative methods, via the internet as the main means used to obtain a lot of information regarding the shortcomings, advantages, symptoms, facts, etc., regarding the island of Pulau Anambas. By using the kuliatis method which is centered on in-depth observation. So research can cover more aspects.

RESULTS AND DISCUSSION

1. Discussion of the results obtained

This activity is called a trip or part of the recreational activity which is carried out voluntarily and is temporary to enjoy the unique symptoms and beauty of nature. From the results we got, Anambas Island is considered to have a lot of good tourism resource potential, especially from the large waters that exist. This province has quite good foreign tourist arrivals (Wisma), because it is in second place after Bali.

In the current year, more and more tourism from abroad wants to come in droves to experience the natural tourism there, especially for snorkeling fans because it is a paradise for divers. The spectacular underwater area shows fertile coral reefs and a variety of exotic marine animals, where there are lots of fish that vary in shape, color and even how they survive in the sea. Famous for its coral reefs which are beautiful and beautiful when seen directly and light up a little when it gets dark. Therefore, the waters on Anambas Island have become a target for divers from abroad.

In this day and age, contact and business relations between world tourism are increasing, where more and more entry and exit points are being created to make it easier for tourists to come and go home. Only by continuing to preserve the original nature can we build large Indonesian tourism opportunities and attract lots of visitors, which of course will further stimulate the Indonesian tourism economy and the surrounding community.

This natural potential is the main attraction for tourists who come to Riau Regency. Its cultural and historical wealth also really attracts tourists. Apart from its natural beauty, the Anambas Islands also have cultural and historical wealth which is an additional attraction for tourists.

Historical remains, cultural customs and man-made tourist attractions provide a variety of very interesting tourist experiences on this island. Expansion of Tourism Infrastructure, Development of tourism infrastructure, especially public infrastructure and sea transportation, is the key to increasing accessibility and comfort for tourists. Increasing accommodation facilities, facilities and number of restaurants, and other supporting facilities are also very necessary. **Community-Based Tourism Development** has a **community-based tourism development strategy that** needs to be emphasized to increase participation and economic benefits for local communities. By involving the community in the management and utilization of existing natural resources, sustainable prosperity can be created.

Collaboration between Government and Community is what is called cooperation between local government, related institutions and local communities, which is very important in developing sustainable tourism destinations. Through this collaboration, efficient and sustainable management of natural and cultural resources can be carried out.

And by paying attention to natural, cultural and community participation potential, the Anambas tourist destination in the Riau Islands has a great opportunity to become a leading tourist destination that is attractive to local and foreign tourists.

RESULTS

Tourism Marketing:

Tourism marketing efforts are increasing. Tourism marketing on Anambas Island, Riau, is an important strategy in attracting tourist interest and promoting the destination widely. Here are some marketing strategies that can be done:

1. Use of Social Media: Anambas residents and tourism related parties can utilize social media platforms such as Instagram, Facebook and Twitter to share beautiful photos of tourist destinations, travel stories and the latest information. Hashtag campaigns (#Anambas, #ExploreAnambas, etc.) can also be used to increase visibility.
2. Website and Application: Building an official website for the Anambas tourist destination with complete information about attractions, accommodation and tourist activities is an important step. Mobile applications can also be developed to provide more easily accessible information for tourists who are on site.
3. Participation in Tourism Exhibitions: Attending regional, national and international tourism exhibitions is an effective way to promote the Anambas destination to a wider audience and has the potential to attract tourists from various countries.
4. Collaboration with Influencers and Bloggers: Inviting travel influencers and bloggers to visit Anambas and share their experiences through blogs, vlogs or social media posts can help increase exposure of the destination to their followers.
5. Partnerships with the Tourism Industry: Collaborating with airlines, travel agents and hospitality companies to organize tour packages or joint promotions is also an effective strategy to reach potential audiences .
6. Digital Content: Producing interesting digital content such as promotional videos, travel guides and inspiring stories about Anambas can help attract tourists' attention and increase their interest in visiting the destination.
7. Special Promotional Campaigns: Launching special promotional campaigns such as price discounts, holiday packages, or special events in Anambas can increase tourist interest in visiting the destination.

8. Collaboration with Local Communities: Involving local communities in marketing efforts can help expand reach and gain strong support from local communities.

With the right combination of marketing strategies, Anambas Island can increase its visibility as an attractive tourist destination and expand the base of visiting tourists.

Social and Economic:

Tourism has made a significant contribution to the local economy of Anambas, creating thousands of jobs and increasing the income of local communities and Indonesia. However, there are also concerns about its negative impacts such as social and environmental changes. A direct survey by the University of Riau showed that most local people see the impact of tourism as positive, but want more participation in existing management decisions.

Quality of Traveler Experience:

The experiences of tourists who have visited the Anambas natural tourist attraction are generally considered very positive, with reviews appreciating its pristine natural beauty, the friendliness of the local people, and the variety of other activities. Analysis of online reviews by TripAdvisor and Booking.com shows that satisfaction levels are high among travelers.

Sustainable Tourism Management:

The local government has taken steps to ensure sustainable tourism management in Anambas, including the establishment of conservation areas and environmental awareness campaigns. Evaluation by WWF Indonesia shows positive progress but also highlights challenges in regulatory enforcement and community participation. Sustainable tourism management in Anambas is carried out through several steps and initiatives, including:

1. Tourism Zoning: The local government has implemented tourism zoning to ensure sustainable management. This zoning divides tourist areas into areas with different levels of protection, such as conservation zones, tourist zones and development zones.

2. Activity Monitoring and Control: Local authorities monitor tourist activities to ensure that activities carried out by visitors do not damage the environment, such as through limiting the number of visitors, regulating tourist routes, and limiting certain activities in sensitive areas.
3. Environmental Education and Awareness: Environmental education and awareness programs are implemented to educate local communities and visitors about the importance of preserving the natural environment and local culture. This may involve social campaigns, workshops, and educational programs in schools.
4. Local Community Involvement: Involving local communities in tourism decision-making and management is key to long-term sustainability. This can include skills training for employment in the tourism sector, promotion of local products, and participation in policy making.
5. Implementation of Ecotourism Principles: The development and promotion of ecotourism-based tourism, which aims to preserve local nature and culture while providing economic benefits to local communities, is the main focus. This could include the development of homestays, nature adventure tours and other sustainable activities.
6. Nature Conservation: Preservation and restoration of fragile ecosystems is carried out to maintain the biodiversity and natural beauty of Anambas. This may include tree planting programs, wildlife monitoring, and coral reef protection.

By implementing these measures effectively, Anambas can develop sustainable tourism, strengthen the local economy, and continue to preserve its natural beauty for future generations.

With the results of the analysis of various aspects as described above, stakeholders can gain a better understanding of the tourism situation in Anambas and design appropriate strategies for the future development of this destination.



(Ksmtour.com)

CONCLUSION

It can be concluded that collaboration between the government and the community is very important in developing sustainable tourism on Anambas Island. Marketing strategies, economic contribution, quality of tourist experience, and sustainable tourism management also need to be considered. The potential for natural and cultural tourism in Anambas is large, and with good cooperation, this destination can become a leading tourist destination. An analysis of the natural tourist attractions of Anambas Island in the Riau Islands shows that this island has beautiful natural potential and attracts many foreign tourists, especially divers. Apart from that, the rich culture and history are also an attraction for tourists.

Tourism infrastructure development, local community participation, and environmental sustainability are the focus in tourism development on Anambas Island. This research aims to analyze community empowerment in the development of community-based tourism on the Anambas Islands, with a focus on increasing regional income. The research results show the need to improve tourism supporting infrastructure, especially sea transportation and marine tourism recreation facilities. With the right development strategy, there is an opportunity to build new tourism works and exploit the natural beauty of Anambas, as well as building cooperation with local communities.

Anambas Island has natural tourism potential that guarantees its beauty, rich culture and history, as well as opportunities for developing tourism infrastructure and community-based tourism. Through collaboration between the government and the community, the Anambas tourist destination has a great opportunity to become a leading tourist destination in Indonesia. Thus, it is important to continue to encourage sustainable

and continuous cooperation in efforts to develop the natural charm and local wisdom in Anambas for future generations.

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