

**STRATEGY FOR DEVELOPING INTEGRATED MARINE TRANSPORTATION IN THE BANDA ISLAND TOURISM AREA (PROCESS HIERARCHY ANALYSIS APPROACH)**

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**Abstract:**  
 Tourism development has emerged as a significant driver of socio-economic growth, with projections indicating a substantial increase in international tourist arrivals by 2030. Maluku Province, Indonesia, with its diverse attractions, including marine, natural, historical, and cultural sites, has the potential to leverage tourism for economic prosperity. Banda Neira, an island in Maluku, stands out for its rich history and unique heritage, offering opportunities for global tourism appeal. However, the development of Banda Island tourism faces challenges, including inadequate stakeholder contribution and infrastructural limitations. This study proposes a strategy for the development of integrated sea transportation in the Banda Island tourism area using a descriptive qualitative analysis method, supplemented by the Analytical Hierarchy Process (AHP). The analysis reveals the hierarchy of maritime transportation development strategies, focusing on improving infrastructure, increasing accessibility, promotion and marketing, and developing human resources. Evaluation of stakeholder roles highlights areas for improvement in their contribution to Banda Island tourism development. Opportunities for Banda Island tourism development lie in government policies, collaboration with national and international entities, and the region's rich tourism potential. Prioritizing accessibility through integrated sea transportation emerges as a crucial strategy, considering the archipelagic nature of the Banda Islands. The research underscores the importance of enhancing maritime transportation facilities and infrastructure to overcome barriers and optimize tourist experiences. In conclusion, Banda Island tourism development requires concerted efforts to address existing challenges and capitalize on opportunities. Enhanced connectivity between islands and tourist attractions, facilitated by improved sea transportation, holds promise for realizing the tourism potential of Banda Neira and driving economic growth in Maluku Province.

**Keywords:** Banda Island, Socio-Economic Growth, Maluku Province.

**INTRODUCTION**

The opening of new tourist destinations and investment in the tourism sector has transformed tourism into one of the main drivers (key drivers) of a country's socio-economic progress through foreign exchange earnings, job creation and business opportunities, and infrastructure development. The World Tourism Organization UNWTO estimates that international tourists will reach 1.8 billion in 2030, with an annual growth rate of visits of 3.3 percent. The United Nations World Tourism Organization (UNWTO) recognizes that the tourism sector is a leading sector and is one of the essential keys to regional development and increasing prosperity in a country. (Renstra, 2019-2024).

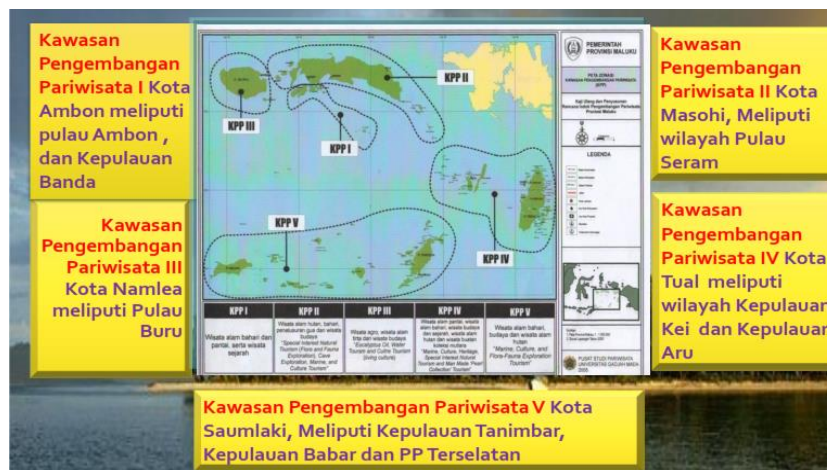

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The development of the Maluku Province region is directed by referring to the Spatial Plan, both the National Regional Spatial Plan (RTRWN) and the Maluku Provincial Regional Spatial Plan (RTRWP), in order to develop Maluku as a safe, comfortable, productive and sustainable Archipelago Province based on fisheries (cultivation and fishing), agriculture (spice plantations), tourism (maritime, historical and cultural tourism) and mining to improve the regional economy through developing a national interest linkage system based on disaster mitigation.

The strategic strength of the Maluku archipelago region has an outcome with a percentage of superiority in terms of its objects, namely:

1. Marine Tourism by 36%
2. Nature tourism by 27%
3. Historical Tourism by 20%
4. Cultural Tourism by 15%
5. Artificial Tourism by 2% (Development of Marine, Cultural, Historical, Natural Tourism Areas, 2015)

These strengths enable Maluku Province to develop the tourism sector and have a multiplier effect on other economic sectors. Ultimately, an increase in income and community welfare can be realized. Therefore, the Maluku Provincial Government, in its Development Master Plan, divides it into five zones, as shown in Figure 1 below:



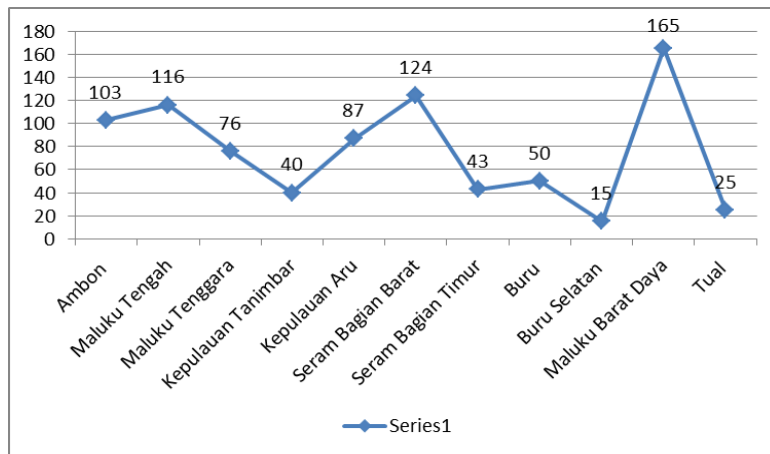
Source: Development of Marine, Cultural, Historical, Natural Tourism Areas, 2015

**Figure 1.** Distribution of Tourism Area Development in Maluku Province

The zoning of tourism development areas is intended so that the government and stakeholders involved can focus on developing the potential of each zone or region, resulting in specialization and uniqueness in each zone that impacts tourists' interest in visiting that zone.

Maluku Province, with an area of 209,235.59 km<sup>2</sup>, consists of two cities and nine districts. Tourist attractions in Maluku Province are spread across 12 island groups covered in 11 districts/cities, which come in various types and numbers. Graphically, the number of tourist attractions according to districts/cities in Maluku Province can be depicted as follows:





Source: Maluku Province Tourism Office, 2023

**Figure 2.** Number of Tourism by Regency/City in 2022

Maluku has natural attractions and extraordinary cultural and historical attractions compared to other destinations. Banda Neira, one of the islands in Maluku, has a long history, influencing the archipelago's history until the birth of Indonesia as a country. Since ancient times, Banda has been known as an area that produces spices, which are needed by the world for warming the body, cooking spices, preserving food, etc.

Banda's long history makes it different from other tourist destinations in Maluku. Therefore, different strategies and policies are needed to make this uniqueness a global tourist attraction. One strategy that can be implemented is positioning Banda as a tourism destination by tourism development in Indonesia which is focused on seven special interests, namely: (1) Cultural and historical tourism (2) Nature tourism and ecotourism; (3) Recreational sports tourism includes: diving, surfing, sailing, trekking and climbing, golf, cycling and marathons (4) Cruise ship tourism (5) Culinary and shopping tourism, (6) Health and fitness tourism and (7) Convention tourism, incentives, exhibitions and events (Kemenpraf Exposure, 2013).

In the National Tourism Destination area, Maluku Province is part of 222 National Tourism Development Areas (KPPN) and 88 National Tourism Strategic Areas (KSPN), which are part of the National Tourism Destinations (DPN), which total 50 destinations. Banda Naira is one of the KSPNs in the National Tourism Development Master Plan for 2010-2025 based on the decision of the Government of the Republic of Indonesia through Government Regulation of the Republic of Indonesia No. 50 of 2011 concerning the National Tourism Master Plan for 2010-2025.

The management plan for the Banda Neira area and its surroundings has been included in the Regional Tourism Master Plan, which is declared a national area designated as an Aquatic Tourism Park (TWP) zone. The Banda Sea Marine Tourism Park is one of the National Marine Conservation Areas established by the Decree of the Minister of Maritime Affairs and Fisheries Number KEP.69/MEN/2009 concerning the Determination of the Banda Sea National Marine Conservation Area in Maluku Province. Management and zoning of the Banda Sea Marine Tourism Park are strengthened through a Decree of the Minister of Maritime Affairs and Fisheries Number 58/Kepmen-KP/2014 concerning the Management and Zoning Plan for the Banda Sea Water Tourism Park in Maluku Province for 2014 - 2034. In the space program in the Banda Tourism KEK Masterplan (2015), the Neira island group and its surroundings are not only intended as a marine tourism destination. However, they are also directed to be developed into a historical tourism



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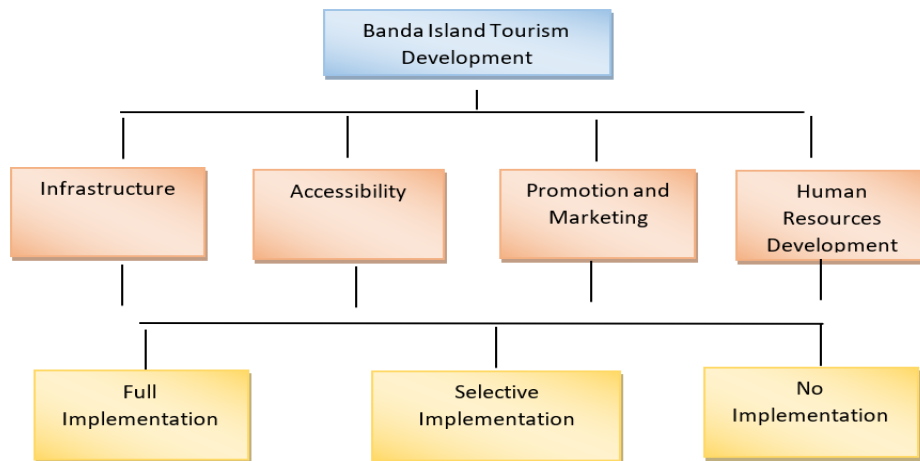


destination. This is by the background of Banda Island, an area with extraordinary stories and historical heritage for Maluku and Indonesia.

The Banda Island tourism area still needs improvement, including an integrated sea transportation system to provide tourist services. Therefore, a policy strategy is needed to make the Banda Island tourist area more attractive. Based on the background description, the author is interested in writing with the title "Strategy for the Development of Integrated Sea Transportation in the Banda Island Tourism Area (Process et al.)"

**METHODS**

The analytical method used is a descriptive qualitative analysis method with the Analytical Hierarchy Process (AHP), namely the analysis used to formulate integrated maritime transportation development policy strategies. In this analysis, a hierarchy of maritime transportation development strategies is created. AHP is used to answer the main research problem. Schematically, AHP looks like in Figure 5 below:



Source: Adopted from Regina N.W., 2013

**Figure 3.** Banda Island Tourism Development Strategy

The following is the AHP hierarchical structure that describes the strategy for developing integrated sea transportation in the Banda Islands Tourism Area in Central Maluku:

1. Hierarchy level 1 is to determine the priority strategy for developing Banda Island Tourism in Central Maluku.
2. The Level 2 hierarchy determines criteria consisting of improving infrastructure, increasing accessibility, promotion and marketing, and developing human resources.
3. Hierarchy level 3 implements the strategy or follow-up plan for developing Banda Island Tourism in Central Maluku, consisting of service units, from leadership to technical implementers. Second, stakeholders, namely tourism actors such as travel agencies, hotels, restaurants, community leaders and the wider community.



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**RESULT AND DISCUSSION**

Research results from Salouw (2021) found several stakeholder roles in the development of Banda Island tourism, which are summarized in table 12 below:

**Table 1.** Evaluation of the role of stakeholders in developing Banda Island tourism

Stakeholders	Contribution to Banda Island Tourism	Evaluation
Central Maluku Tourism Department	Make regulations regarding tourism management	Not optimal yet
	Carrying out tourism promotion	Not optimal yet
	Development of tourism-supporting infrastructure	Not optimal yet
Banda District Government	Making policies related to taxes in the tourism context	It is already done
	Make a tourism development plan.	It is already done
	Coordinating with tourism stakeholders	Not optimal yet
	Make regulations regarding tourism. Carry out control over tourism.	Not done It is already done
Banda District Tourism UPTD	Become a liaison between the Central Maluku tourism office and the community.	Not optimal yet
	Supervise the potential of the Banda Marine Reserve	It is already done
Banda Sea TWP	Evaluate the effectiveness of area management	It is already done
	Protection and preservation of the Banda marine tourism area	It is already done
Banda Regional Hospital	Serving tourists' health-related needs	It is already done
	Providing health facilities for tourists	It is already done
	Providing education to the public regarding health	Not optimal yet
Accommodation Entrepreneur	Assist with attraction management	Not optimal yet
	Help develop attractions	Not optimal yet
	Providing entertainment facilities	Not optimal yet
Banda Cultural Heritage Foundation	Attraction management	It is already done
	Material assistance for the development of the determination	It is already done
	Help develop attractions	It is already done



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Academics	Involved in tourism management	Not optimal yet
LSM	Conduct studies related to tourism	Not done
	As a facilitator between the community and the government	It is already done
	Initiating local policies	It is already done
General public	Involved in tourism management and development	Not optimal yet
	Provision of tourism facilities	It is already done
	Enjoy the benefits of the presence of tourism	It is already done

Source: Salouw, (2021).

The results of this research illustrate that stakeholders in Banda Island tourism have yet to contribute optimally, and this is an obstacle and problem faced in developing Banda Island tourism.

**Banda Island Tourism Development Prospects.** Banda Tourism Development has opportunities for several things, including:

1. There is a central government policy regarding the determination of National Tourism Destinations (DPN), namely DPN Ambon – Bandaneira, National Tourism Development Areas (KPPN), namely KPPN Bandaneira etc., KPPN Ambon etc., KPPN Buru etc., KPPN Manusela etc., KPPN Tanimbar etc., KPPN Kao etc. As well as 1 National Tourism Strategic Area (KSPN) Bandaneira. This is related to the tourism development budget, which is the responsibility of the provincial and central governments. The role of government is an essential and complex aspect of tourism. The extensive access that the government has as a policymaker dramatically influences the development of a destination. Apart from the government, the private sector also has a role in managing tourism. The private sector in tourism acts as a financier, providing entertainment facilities and supporting transportation facilities (Lickorish, 1994 in Salouw, 2021).
2. BUMN and national companies support the tourism industry. Regarding transportation services, state-owned companies such as Pelni and Garuda Indonesia have provided services that facilitate tourists' accessibility to Maluku.
3. Collaboration with foreign parties in arts and culture competitions or festivals. For example, the Darwin-Ambon Yacht Race (DAYR) is held to strengthen sister-city relations between Ambon City, the capital of Maluku province, and Darwin City, North Australia. This annual event, which has been held since the 1970s, is an international maritime activity that is not only open to skippers from Australia but also Europe, America and Asia. Collaboration in other matters is an effort to bring in cruise ships to convince the international community.
4. Potential tourist attractions in history, culture, nature, and maritime promise expensive bargaining power for the progress of Maluku tourism. Apart from that, Maluku continues to be creative in holding tourism agendas to increase the number of tourist visits (Tourism et al. Plan 2019 – 2024).

Referring to the main policy of Central Maluku Regency, the development of the Banda Region leads to the creation of an attractive tourist climate in order to increase tourist flows achieved through:



1. Development, maintenance and improvement of natural, historical and arts and culture tourist attractions, and maintaining the maintenance of religious norms, culture, national personality and environmental sustainability,
2. Development of tourism, mainly marine tourism as a particular image of the Maluku region in general within the framework of Indonesian marine tourism as well as,
3. Increasing and developing community tourism awareness to support and involve and develop tourism facilities and infrastructure. Apart from that, tourism development policy in the Banda Islands currently leads to a tourism concept that prioritizes environmental sustainability (environmentally conscious) or ecotourism to create sustainable development. The concept of ecotourism is a tourism activity that is responsible for ecological quality and improves the welfare of local communities (Salakory. 2016)

**Banda Island Tourism Development Priority Policy Implementation Plan.** The results of the AHP analysis show that developing Banda Island tourism requires a policy strategy to increase accessibility. The Banda Island District is an area with islands and tourist attractions on various islands. This condition requires accessibility so that tourists can reach all tourist attractions quickly and cheaply. Transportation facilities and infrastructure play a strategic role.

The most crucial obstacle is the need for more infrastructure for transportation facilities, especially sea transportation. Because the Banda Islands District Area consists of various islands, each with its charm, comprehensive, integrative and simultaneous connectivity is needed to develop Banda Islands tourism. This means that connectivity between one island and another in one tour package is needed to provide an optimal travel experience. The map of the Banda Islands District can be seen in Figure 6 below.



**Figure 4.** Map of Tourism Potential of Banda Islands District

This figure shows that to connect all islands with their tourism potential, a policy is needed: "integrated sea transportation development" with all islands with tourism potential. This is intended to provide one package service to tourists. The Regional Government, travel agencies or other stakeholders provide this sea transportation model, which can be used as a tour package. Tourists

can enjoy various tourist attractions on Banda Island, whether maritime, natural or historical, in various places with one travel package.

The research results show that the alternative policy that can be chosen is improving maritime transportation facilities and infrastructure. It is considered more critical than other transportation facilities and infrastructure, such as land and air. Ships or similar are needed to move, move, transport, and divert an object from one place to another, which means from one island to another or from one place to another that is separated by water. Tourist ships are one of the facilities of tourism that provides a different sensation. Tourist ships differ from transportation ships, which move passengers from one place to another. Tourist boats function more to satisfy visitors.

On board the tour ship, tourists will be provided with services with existing facilities. For example, a place to relax and eat is all adapted to the sea atmosphere while enjoying tourist attractions. Tourist boats can be an alternative means of sea transportation to develop Banda Island tourism. An example of a ship design can be seen in Figure 7 below:



**Figure 5.** Prototype of Banda Island Tourist Ship

## CONCLUSION

1. Banda Island tourism development still has several areas for improvement and obstacles, including the inadequate contribution of various stakeholders.
2. The research results show that the strategy needed is to increase connectivity between islands and tourist attractions on Pualau Banda.
3. Developing sea transportation facilities and infrastructure can be an alternative strategy for developing Banda Island tourism.

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