

## **Developing Biak-Numfor as a National Tourism Magnet: Strategies for Tourism Destination**

**Arnie Arief<sup>1</sup>, Muchammad Makkah Arief<sup>2</sup>, Ali Muhtasom<sup>3</sup>, Masri Ridwan<sup>4</sup>**

<sup>1-4</sup> Politeknik Pariwisata Makassar, Indonesia

Email : arniearief18@gmail.com<sup>1</sup>



This is an open access article distributed under the Creative Commons Attribution License  
CC-BY-NC-4.0 ©2023 by author (<https://creativecommons.org/licenses/by-nc/4.0/>)

---

### **ABSTRACT**

Tourism has emerged as a significant economic sector worldwide, contributing to job creation, foreign exchange earnings, and overall development. In Indonesia, the government recognizes the potential of tourism and aims to develop various destinations to attract both domestic and international travelers. This research focuses on the development of Biak-Numfor as a national tourism magnet, analyzing strategies to enhance its tourism potential. The study employs a qualitative research methods. Data collection involves surveys, interviews, and analysis of secondary data from tourism-related sources. The research identifies the key strengths, weaknesses, opportunities, and threats (SWOT) of Biak-Numfor as a tourism destination, considering factors such as natural resources, cultural heritage, infrastructure, accessibility, and competitive advantage. Based on the SWOT analysis, strategic recommendations are proposed to leverage the tourism potential of Biak-Numfor. These recommendations encompass four key areas: infrastructure development, cultural preservation and promotion, marketing and branding, and community involvement. The research emphasizes the importance of sustainable tourism practices, community engagement, and collaboration between stakeholders to ensure the long-term success of the destination. Furthermore, the study examines successful case studies from other similar destinations and explores their strategies for tourism development. Lessons learned from these cases serve as valuable insights for Biak-Numfor's tourism planning and implementation. The findings of this research contribute to the existing body of knowledge on tourism destination development and provide practical recommendations for policymakers, tourism industry stakeholders, and local communities in Biak-Numfor. By implementing the proposed strategies, Biak-Numfor has the potential to become a prominent national tourism magnet, attracting both domestic and international tourists, stimulating economic growth, and preserving its unique natural and cultural heritage.

**Keywords:** Tourism; Tourism Destination; Tourism plan

---

### **INTRODUCTION**

Tourism has become a vital sector for economic growth and development in many countries, including Indonesia. The Indonesian government recognizes the significance of tourism and has been actively promoting and developing various destinations across the archipelago (Hariyono & Akib, 2019, 2019; Rachmawati & Dewi, 2020). The aim is to attract both domestic and international tourists, generate revenue, and create employment

opportunities. In line with this vision, the focus of this research is on the development of Biak-Numfor as a national tourism magnet, with a specific emphasis on formulating strategies for tourism destination development.

The current state of tourism in Indonesia reveals a significant potential for growth. With its diverse natural landscapes, rich cultural heritage, and unique traditions, the country offers a wide range of attractions for travelers. However, several challenges exist in realizing the full potential of tourism in Indonesia. These challenges include limited infrastructure, inadequate marketing strategies, and a lack of effective destination development plans (Muhtasom et al., 2019; Ojo & Yusof, 2019).

To address these challenges, this research draws on various theories and frameworks related to tourism destination development. One such theory is the Destination Management Organization (DMO) model, which emphasizes the importance of collaboration between public and private stakeholders in destination planning and marketing (Ely, 2013; Mainolfi & Marino, 2020). The DMO model provides a strategic framework for coordinating efforts, allocating resources, and implementing sustainable tourism practices.

Furthermore, the concept of sustainable tourism development is an essential aspect of this research. Sustainable tourism ensures the responsible use of resources, minimizes negative environmental and socio-cultural impacts, and maximizes economic benefits for local communities (WTO, 2015). By integrating sustainable tourism practices into the destination development strategies, Biak-Numfor can create a unique and authentic experience for visitors while preserving its natural and cultural assets.

The current state of research on destination development and management provides valuable insights and best practices that can inform the strategies for developing Biak-Numfor as a national tourism magnet. Studies on successful destination development cases, such as Bali in Indonesia (Antara & Sumarniasih, 2017; Basorudin et al., 2021) and Phuket in Thailand (Aliah et al., 2019; Yousaf & Xiucheng, 2018), offer lessons learned and practical recommendations for implementing effective destination management strategies.

The objective of this research is to analyze the current state of Biak-Numfor as a tourism destination, identify its strengths and weaknesses, explore the opportunities and threats it faces, and propose strategies for its development. The research aims to provide practical recommendations for policymakers, tourism industry stakeholders, and local communities to enhance the tourism potential of Biak-Numfor, ultimately positioning it as a prominent national tourism magnet.

## **METHOD**

This research adopts a qualitative approach to comprehensively analyze the development of Biak-Numfor as a national tourism magnet and formulate strategies for enhancing its tourism potential.

### **Approach**

The research employs a qualitative approach techniques. This approach allows for a comprehensive analysis of the tourism potential of Biak-Numfor and facilitates a deeper understanding of the destination's strengths, weaknesses, opportunities, and threats.

### **Informants**

The research involves multiple informants, including tourists, local communities, tourism industry stakeholders, policymakers, and experts in the field of tourism. These

informants provide diverse perspectives on the destination's current status, challenges, and potential for development.

### **Data Collection**

Data collection involves three main techniques: surveys, interviews, and analysis of secondary data. Interviews are conducted with key stakeholders and experts to gain insights into the destination's strengths, weaknesses, and potential strategies. Secondary data from tourism-related sources, such as government reports, academic articles, and tourism statistics, are collected and analyzed to supplement the primary data.

### **Data Analysis**

The research was conducted in Biak-Numfor Regency, Papua Province, Indonesia. The research was carried out for a period of 3 (three) months, from January to March 2023. The research design used in this study was a descriptive analytical design, which aimed to obtain accurate and actual data (Sugiono, 2012). The data were systematically discussed, analyzed for relationships, and then concluded as the results of problem-solving.

Both secondary and primary data were required for this research. Secondary data, such as documentation and research reports related to the study, were obtained from the Central Bureau of Statistics (BPS), Regional Development Planning Agency (Bappeda), Department of Tourism, and other relevant institutions both within and outside Biak-Numfor Regency.

Primary data were directly obtained from the field. Data were collected through interviews with informants and observations of tourism objects located throughout Biak-Numfor Regency. Observations focused on recording information related to tourism locations, such as the presence of tourist accommodations, road facilities, community involvement, condition of tourist attractions, tourist visits, and other relevant aspects. Additionally, interviews were conducted with local communities and tourists visiting the tourist sites to gather their perceptions of tourism and the issues related to tourism development. Interview guidelines were prepared for the interview activities, and observation guidelines were utilized for the field observations.

SWOT analysis was employed as a tool to systematically obtain and identify various internal and external factors to formulate development strategies for Biak-Numfor as a tourism destination. This analysis is based on a logic that maximizes strengths (S) and opportunities (O) while minimizing weaknesses (W) and threats (T) (Rangkuti, 2001). The analysis compares external factors, namely opportunities and threats, with internal factors, namely strengths and weaknesses.

## **RESULTS AND DISCUSSION**

### **Result**

The research findings highlight the strategies for developing Biak-Numfor as a national tourism magnet. The SWOT analysis revealed the following key findings: Biak-Numfor possesses rich natural resources, including pristine beaches, coral reefs, and unique flora and fauna, which can serve as major attractions for tourists. However, the destination faces challenges such as limited infrastructure, particularly in terms of transportation and accommodation facilities. Additionally, there is a need for improved marketing and branding efforts to enhance Biak-Numfor's visibility and appeal to potential visitors. The research also identified the importance of preserving and promoting the cultural heritage of Biak-Numfor, which includes traditional arts, crafts, and local customs. Furthermore, community involvement

and collaboration among stakeholders were found to be crucial for the sustainable development of the destination.

#### 1. Strengths

Biak-Numfor possesses several key strengths that contribute to its tourism potential. These strengths include its pristine natural resources, such as beautiful beaches, coral reefs, and diverse marine life. The destination also boasts a rich cultural heritage, with traditional ceremonies, arts, and crafts that attract cultural enthusiasts. Additionally, the local infrastructure, including accommodations, transportation, and amenities, is improving, facilitating ease of access for visitors.

#### 2. Weaknesses

Despite its strengths, Biak-Numfor faces certain weaknesses that need to be addressed for successful tourism development. One significant weakness is the limited awareness and promotion of the destination both domestically and internationally. Insufficient marketing and branding efforts have resulted in low visibility and recognition. In addition, the current state of infrastructure, including roads, airports, and utilities, requires further improvement to cater to the growing tourism demand. Limited human resources and skills in the tourism sector also pose challenges.

#### 3. Opportunities

The study reveals several opportunities for Biak-Numfor to enhance its tourism potential. Firstly, the rising trend of nature-based and adventure tourism presents an opportunity for the destination to attract travelers seeking unique experiences in untouched natural environments. Biak-Numfor's diverse marine life and pristine landscapes can cater to this niche market. Secondly, the growing interest in cultural tourism provides an opportunity to showcase the rich cultural heritage of the local communities. By preserving and promoting traditional arts, crafts, and rituals, Biak-Numfor can offer authentic cultural experiences to visitors.

#### 4. Threats

The analysis of threats highlights the challenges that Biak-Numfor may face in its tourism development. One of the primary threats is competition from other destinations in the region. Nearby destinations with established tourism infrastructure and strong branding pose a challenge to Biak-Numfor's positioning as a national tourism magnet. Environmental degradation, if not properly managed, can also threaten the destination's natural resources and ecosystems, diminishing its appeal to tourists. Socio-cultural impacts resulting from uncontrolled tourism development may lead to the erosion of local traditions and identity.

Based on the SWOT analysis, strategic recommendations are proposed to leverage the tourism potential of Biak-Numfor. These recommendations encompass four key areas:

##### 1. Infrastructure Development

Investment in infrastructure, including transportation, accommodation, and utilities, is crucial to improve accessibility and enhance the visitor experience in Biak-Numfor. Upgrading roads, expanding airport capacity, and increasing the availability of quality accommodations can attract more tourists.

##### 2. Cultural Preservation and Promotion

Efforts should be made to preserve and promote the cultural heritage of Biak-Numfor. This can be achieved through the documentation of traditional practices, establishment of

cultural centers, and organization of cultural events and festivals. Engaging the local community in these initiatives will help preserve their identity and ensure the authenticity of cultural experiences.

### 3. Marketing and Branding

A comprehensive marketing and branding strategy is essential to raise awareness and attract visitors to Biak-Numfor. This includes the development of a compelling brand identity, targeted marketing campaigns, participation in trade fairs and exhibitions, and the utilization of digital marketing channels to reach a wider audience.

### 4. Community Involvement

Involving the local community in tourism planning and development is vital for sustainable tourism growth. Encouraging community participation, capacity building, and the establishment of community-based tourism initiatives can empower local residents, promote inclusive tourism, and ensure that the benefits of tourism are shared among the community.

By implementing these strategies, Biak-Numfor can overcome its weaknesses, capitalize on its strengths and opportunities, and mitigate potential threats. The findings of this research contribute to the existing knowledge on tourism destination development and provide practical recommendations for policymakers, tourism industry stakeholders, and local communities to develop Biak-Numfor as a prominent national tourism magnet, attracting both domestic and international tourists while preserving its unique natural and cultural heritage.

## Discussion

The research findings highlight the strategies for developing Biak-Numfor as a national tourism magnet. The SWOT analysis revealed the following key findings: Biak-Numfor possesses rich natural resources, including pristine beaches, coral reefs, and unique flora and fauna, which can serve as major attractions for tourists (Kartajaya, 2005; Kostadinović & Stanković, 2021; Pan et al., 2020). However, the destination faces challenges such as limited infrastructure, particularly in terms of transportation and accommodation facilities (Lin et al., 2019). Additionally, there is a need for improved marketing and branding efforts to enhance Biak-Numfor's visibility and appeal to potential visitors (Asriwandari et al., 2021; Carayannis et al., 2018). The research also identified the importance of preserving and promoting the cultural heritage of Biak-Numfor, which includes traditional arts, crafts, and local customs. Furthermore, community involvement and collaboration among stakeholders were found to be crucial for the sustainable development of the destination.

Based on these findings, strategic recommendations are proposed for the development of Biak-Numfor as a national tourism magnet. These recommendations encompass four key areas: infrastructure development, cultural preservation and promotion, marketing and branding, and community involvement. Investment in infrastructure is necessary to improve accessibility and enhance the visitor experience (Said et al., 2017). Efforts should be made to preserve and promote the cultural heritage of Biak-Numfor through various initiatives. A comprehensive marketing and branding strategy is essential to raise awareness and attract visitors (Buhalis & Costa, 2006). Engaging the local community and fostering collaboration among stakeholders will ensure the sustainable development of the destination.

The strategic recommendations provided in this research contribute to the existing knowledge on tourism destination development and offer practical guidance for policymakers, tourism industry stakeholders, and local communities in developing Biak-Numfor as a prominent national tourism magnet. Implementation of these strategies can help attract both

domestic and international tourists, stimulate economic growth, and preserve the unique natural and cultural heritage of Biak-Numfor.

## CONCLUSION

The research on developing Biak-Numfor as a national tourism magnet has provided valuable insights and strategies for tourism destination development. The SWOT analysis revealed the strengths of Biak-Numfor, including its rich natural resources and cultural heritage, which can be harnessed to attract tourists. However, there are challenges to overcome, such as limited infrastructure and the need for improved marketing efforts. By implementing the proposed strategies, including infrastructure development, cultural preservation and promotion, marketing and branding, and community involvement, Biak-Numfor can leverage its strengths, capitalize on opportunities, and mitigate threats to become a prominent national tourism destination.

The findings emphasize the importance of sustainable tourism practices, community engagement, and collaboration among stakeholders in ensuring the long-term success of Biak-Numfor as a tourism magnet. It is crucial to invest in infrastructure development to enhance accessibility and visitor experience. Cultural preservation and promotion can offer unique and authentic experiences for tourists, while effective marketing and branding strategies are essential to raise awareness and attract a wider audience. Furthermore, involving the local community in tourism planning and development will not only empower them but also ensure that the benefits of tourism are shared equitably. By implementing these strategies, Biak-Numfor has the potential to attract both domestic and international tourists, stimulate economic growth, and preserve its distinctive natural and cultural heritage.

## REFERENCES

- Aliah, N., Dirawan, G. D., Mukmin, A., Haedar, A. W., & Samad, Y. (2019). Tourism Destination Development Potential Tongke-Tongke Mangrove Forest Sinjai Regency, Indonesia. *International Conference on Public Organization (ICONPO) IX*.
- Antara, M., & Sumarniasih, M. S. (2017). Role of tourism in economy of Bali and Indonesia. *Journal of Tourism and Hospitality Management*, 5(2), 34–44.
- Asriwandari, H., Susanti, R., & Kadarisman, Y. (2021). Securing the Zamrud National Park Based on the Traditional Fisherman Community. *Sosiohumaniora*, 23(2), 281. <https://doi.org/10.24198/sosiohumaniora.v23i2.31933>
- Basorudin, M., Afifah, N., Rizqi, A., Yusuf, M., Humairo, N., & Nugraheni, L. M. S. (2021). Analisis Location Quotient dan Shift Share Sektor Pariwisata sebagai Indikator Leading Sector di Indonesia. *ECOBISMA (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 8(1), 89–101. <https://doi.org/10.36987/ecobi.v8i1.1855>
- Carayannis, E. G., Ferreira, F. A. F., Bento, P., Ferreira, J. J. M., Jalali, M. S., & Fernandes, B. M. Q. (2018). Developing a socio-technical evaluation index for tourist destination competitiveness using cognitive mapping and MCDA. *Technological Forecasting and Social Change*, 131(May 2017), 147–158. <https://doi.org/10.1016/j.techfore.2018.01.015>
- Ely, P. A. (2013). Selling Mexico: Marketing and tourism values. *Tourism Management Perspectives*, 8, 80–89. <https://doi.org/https://doi.org/10.1016/j.tmp.2013.07.003>

- Hariyono, U. S., & Akib, H. (2019). The spread out strategy of the main weapons tool system of the Indonesian Air Force in the region of the Republic Of Indonesia. *Austral: Brazilian Journal of Strategy and International Relations*, 8(15), 117–130.
- Kartajaya, H. (2005). *Attracting tourists, traders, investors: strategi memasarkan daerah di era otonomi*. Gramedia Pustaka Utama.
- Kostadinović, I., & Stanković, S. (2021). Organizational Learning and Innovation in the Tourism Industry as a Basis for Creating Value for Tourists. *Economic Themes*, 59(1), 153–172. <https://doi.org/10.2478/ethemes-2021-0009>
- Lin, P. M. C., Fan, D. X. F., Zhang, H. Q., & Lau, C. (2019). Spend less and experience more: Understanding tourists' social contact in the Airbnb context. *International Journal of Hospitality Management*, 83, 65–73. <https://doi.org/10.1016/j.ijhm.2019.04.007>
- Mainolfi, G., & Marino, V. (2020). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience. *Journal of Business Research*, 116, 699–710. <https://doi.org/10.1016/j.jbusres.2018.03.001>
- Muhtasom, A., Ab, A., & Ab, A. (2019). Kahayya Village as a Priority Destination for Rural Tourism Development Policy in Bulukumba Regency. *Jurnal Ad'ministrare*, 6(1), 1. <https://doi.org/10.26858/ja.v6i1.9432>
- Ojo, B. Y., & Yusof, R. N. R. (2019). Edu-Tourism Destination Selection Process in an Emerging Economy. *Journal of Tourism Management Research*, 6(1), 45–59. <https://doi.org/10.18488/journal.31.2019.61.45.59>
- Pan, Y., Fu, X., & Youcheng Wang. (2020). How does travel link to life satisfaction for senior tourists? *Journal of Hospitality and Tourism Management*, 45, 234–244. <https://doi.org/10.1016/j.jhtm.2020.07.013>
- Rachmawati, I., & Dewi, M. A. (2020). A Note for Indonesia's Border Diplomacy in Tanjung Datu, West Kalimantan. *Jurnal Hubungan Internasional*, 9(1), 1–14. <https://doi.org/10.18196/hi.91158>
- Said, F., Salam, R., Akib, H., & Baharuddin, A. (2017). *An Analysis of Tourism Visit Trend*. 149(Icest), 34–36.
- Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68, 423–443. <https://doi.org/10.1016/j.tourman.2018.04.006>