

Characteristics of Ketapang *Urban Aquaculture* as a Tourism Destination in Tangerang Regency, Banten Province

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Abstract. This research is driven by the great potential of tourism in improving the economy and affecting social and environmental aspects in Tangerang Regency, especially with the development of Ketapang *Urban Aquaculture* (KUA) as a new tourism destination. Although KUA has become an attraction for tourists, the number of tourists tends to decrease. Therefore, this study aims to analyze the existing conditions in the main aspects of the 4A (Attractions, Amenities, Accessibility, and Ancillary) and analyze the perception of tourists so that it can be known what aspects need to be improved so that they can attract more tourists. The existing condition of KUA was analyzed using the descriptive analysis method, while the perception of tourists was analyzed using the scoring method. Analysis of existing conditions shows that KUA has a unique attraction: a mangrove park integrated with shrimp cultivation areas. KUA has an iconic amenity: the main building is shaped like a horseshoe crab and a Mangrove Plaza. The condition of the road to KUA is quite good and equipped with signposts. PT. Mitra Kerta Raharja manages The KUA tourism area following Perbup No. 69 of 2022. Analysis of tourist perception on the aspect of attraction with the highest score (1.97), namely mangrove park attractions, the lowest score (1.24) for mangrove plant education activities. The amenity aspect with the highest score (2.23) is cleanliness, and the lowest score (1.20) is for toilet facilities. The accessibility aspect of the highest score (2.54) is the main gate, and the lowest score (1.36) is the availability of public transportation modes. The *ancillary* aspect has the highest score (1.77) in management, and the lowest score (1.29) is promotion. KUA has good tourism potential to be developed because it has unique attractions and complete amenities, is supported by good accessibility, and has an institution that ensures that tourism activities run well.

Keywords: Tourism Objects and Attractions; Perception of Tourists; Tourism Potential; Mangrove Tourism; Tourism



Introduction

Currently, the Indonesian government is actively developing the tourism sector with maximum efforts, including promotion and development innovation as a recovery and adaptation measure to the impact of the pandemic (Mali, 2021). Tourism is considered an industrial sector that plays a crucial role in regional economic growth and has significant social and environmental impacts. Managing existing tourism potential is expected to affect a region's progress positively. Success in tourism development is expected to directly impact the community's economy and the region's progress (Karini, 2019). The growth of the tourism sector is also happening in Tangerang Regency today. Tangerang Regency is known to have superior tourism potential, especially in the form of abundant natural tourism, one of which is on the north coast.

Coastal tourism activities have recently become increasingly popular and have significantly impacted coastal ecosystems. Increasing the number of tourists can change complex ecosystem structures and processes. Increased pressure on the coastal environment due to tourism activities, such as infrastructure development, improper waste management, and excessive use of natural resources, can potentially damage marine biota habitats, reduce biodiversity, and degrade water quality (Mulyawati, 2020).

The dynamics of using coastal space for tourism activities continue to develop along with the growth of tourism activities carried out by tourists. The characteristics and dynamics of the coast are dynamic systems that are interrelated between the human community system and the natural system, so these two systems move dynamically on an integrated scale in the management of coastal and coastal areas of the ocean (Adrianto & Aziz, 2006).

The tourism industry can support rapid economic growth through job creation, income increase, improvement of living standards, and driving other production sectors in countries that are tourist destinations (Yoeti, 2008). According to Goodwin (2004), tourism can potentially reduce poverty, and in some areas, tourism is a key factor in economic development. Mulyawati (2008) stated that tourism is an industry that relies heavily on environmental quality for its sustainability. Therefore, maintaining a healthy environment is essential for successful tourism development.

The Tangerang Regency Regional Medium-Term Development Plan (RPJMD) 2019-2023 prioritizes the development of the tourism sector to encourage economic growth and community welfare. This strategy involves developing tourism destinations, improving infrastructure, building human resource capacity, integrating promotion, and developing sustainable tourism.

One of the flagship programs that supports this vision is the Coastal Community Development Movement (Gerbang Mapan), which focuses explicitly on empowering coastal areas, including tourism development in the region. This program not only aims to improve the welfare of coastal communities through tourism-based economic activities but also ensures that development is carried out in a sustainable and environmentally friendly manner. It focuses on the development and empowerment of the coastal area of Tangerang Regency through several initiatives, including mangrove planting, which is carried out in various coastal locations to maintain the ecosystem and protect the area from abrasion, the construction of the Tangerang Mangrove Center Tourism Area, which functions as a place for environmental education, and the development of Ketapang *Urban Aquaculture*.

An initiative related to tourism that attracts attention is the development of Ketapang *Urban Aquaculture* (KUA). In the context of the development of KUA as a coastal tourism destination in Tangerang Regency, it is essential to consider the potential impact of tourism activities on the coastal ecosystem. KUA has excellent potential to attract tourists as an aquaculture area on the coast. However, keep in mind that tourism development in KUA must be carried out carefully and sustainably, ensuring a balance between economic, social, and environmental aspects. With the transformation of an area previously used for fish farming into an attractive tourist attraction, namely by planting mangroves, KUA offers a unique recreational experience for visitors. KUA has emerged as a distinctive tourism hotspot, attracting both local and international visitors. This area is viewed as a symbol of economic rejuvenation in the northern region of Tangerang Regency.

According to Widiastini (2012), it is important to conduct studies on the existing conditions in developing tourist areas, research consumers/tourists, and communicate with the local government and the local community. In the tourism industry, destinations aim to offer a diverse range of offerings to capture the interest of tourists. These destinations provide a combination of tourism products and services consumed by tourists, all wrapped in the destination brand identity (Buhalis, 2000; Cooper, 1993). According to Utama (2017), there are four main aspects (4A) that need to be considered in the supply of tourism, as shown below:

1. **Attraction:** Destinations should have attractions that can draw tourists, such as natural attractions, culture, or people.
2. **Accessible:** The ease of access is intended so that local and international tourists can smoothly visit destinations using adequate transportation.
3. **Amenities:** This facility is an essential requirement in Destinations so that tourists can feel comfortable staying longer.
4. **Ancillary:** The existence of tourism institutions in destination areas will make tourists feel safe and protected so that they will visit more often.

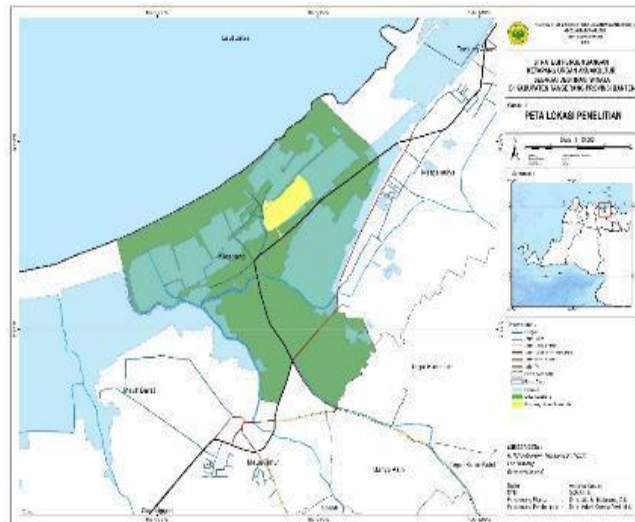
Therefore, research on the characteristics of KUA tourist areas, which includes analysis of the existing conditions of KUA tourism areas and tourist perceptions, is an important element in developing a strategy for the development of KUA as a new tourism destination in Tangerang Regency, Banten Province. Research on existing conditions and tourist perceptions is important in developing KUA tourism areas, as this data provides a solid basis for designing effective and sustainable development strategies. Existing conditions describe real potentials and challenges in the field, such as the environment's carrying capacity, infrastructure, and available facilities. Meanwhile, the perception of tourists helps identify their needs, preferences, and experiences, which is a key factor in creating relevant and competitive tourist attractions (Zebua, 2018). With a deep understanding of these two aspects, future planning can be more directed so that KUA can develop as a tourist destination that is not only economically attractive but also environmentally friendly and sustainable. The goal is to encourage more tourist visits, boost local income, and develop tourism destinations that preserve coastal ecosystems and improve the surrounding communities' well-being.

Research Methods

This research was conducted in the Ketapang *Urban Aquaculture* Tourism Area located in the Ketapang Village area. Ketapang Village, as an observation area, is situated in Mauk District, Tangerang Regency, Banten Province, Indonesia. It has an area of 416.86 hectares with the following boundaries:

- North : bordering the Java Sea
- West : adjacent to West Mauk Village
- East : adjacent to Margamulya Village
- South : adjacent to Tegal Kunir Lor Village and East Mauk Village

Ketapang Village has the characteristics of a coastal area with a mostly flat and slightly undulating topography and is supported by a tropical climate. This village also has the potential for natural resources from the fisheries and agriculture sectors. Its strategic location has excellent potential for further development as a center for economic and tourism activities. The object of the research in Ketapang Village is the Ketapang *Urban Aquaculture* Tourist Area, which has an area of 14.5 ha. The map of the research location is presented in Figure 1 below:



Source : researcher, 2024

Figure 1. Research Location

To assess the current condition of the KUA tourism area, primary data collection involves conducting interviews with KUA management personnel to gather information or documents related to potential attractions and objects within the site. In addition, a field survey is performed to identify the 4A (Attractions, Amenities, Accessibility, and *Ancillary*) tourism components in the KUA tourist area by taking documentation to make it easier to describe the situation in the field.

Respondents to obtain this data include the area manager, head of the business development unit, and head of the KUA tourism area operational unit. This research employs a descriptive analysis method to produce a deep and detailed understanding of the potential attractions owned by KUA tourism areas viewed from the four main aspects (4A). In analyzing the existing conditions, several indicators and targets are described in the following Table 1.

Table 1. Indicators and Variables of Analysis of Existing Conditions of KUA

Goal	Variable	Indicators
Analysis of Existing Conditions	Attractions	<ul style="list-style-type: none"> ● Natural Attractions ● Artificial Attractions ● Arts and cultural festivals, etc.
	Accessibility	<ul style="list-style-type: none"> ● Road Condition ● Directions ● Signage ● Availability of Transportation Modes ● Main Gate
	Amenity	<ul style="list-style-type: none"> ● Places of Worship ● Toilet ● Observation Tower ● Culinary Area ● Parking Lot ● Hygiene Facilities ● Educational Facilities
	<i>Ancillary</i> (Institutional)	<ul style="list-style-type: none"> ● Management of Tourist Areas ● Promotion

Source: modified data from the research of Richardy, M. A. (2014)

Meanwhile, to find out the perception of the KUA tourist area, data collection techniques are carried out by distributing questionnaires to tourists and conducting interviews. The *sampling* technique uses *random sampling*, and the number of respondents uses the Slovin formula (1960) as follows (Equation 1):

$$n = \frac{N}{1 + N(e^2)} \quad (1)$$

Remarks: n = number of samples; N = total population; e = significance level (10%)

The number of tourist visits (population) in 2023 is 122.745; hence, with that calculation, the number of tourist samples taken is 100 respondents. This research analyzes tourist perception using the scoring analysis method. The scoring given is an assessment of the 4A aspect from tourists using a modified Likert scale. The assessment categories are divided into (1) less, (2) adequate, and (3) good.

Sugiyono (2012) states that the Likert scale measures a person's or group's attitude, opinion, or view toward a phenomenon. With this scale, the variables to be measured are broken down into indicators, which are then used as the basis for compiling instrument items, which can be statements or questions. The criterion value can be calculated in supply analysis by multiplying the value scale by the number of respondents.

Results and Discussion

To answer this study's objectives, the analysis will focus on two main aspects. First, the existing condition of KUA will be mapped based on four main elements: attractions, amenities, accessibility, and institutions. Second, tourists' perceptions of the 4A aspect owned by KUA will be analyzed. Existing conditions and tourist perception are important indicators in assessing whether KUA, currently a tourism destination, has met visitors' expectations.

Existing Conditions of KUA

KUA is a concept of arranging dense and slum residential areas in Ketapang Village, Mauk District, Tangerang Regency, which aims to improve environmental conditions without eliminating local culture that has long lived from fishermen's activities and pond fisheries cultivation. In addition to arranging residential areas, this program transforms dormant swamps and fish ponds into tourist destinations by developing mangrove parks. The development helps improve environmental conditions by protecting the surrounding ecosystem and preventing erosion. Still, it is expected to impact the local community's economy positively.

Analyzing existing conditions is crucial to understanding KUA tourism areas' potential problems and development direction. The study covers four main aspects of the 4A in tourism: Attractions (natural beauty, cultural festivals, photo spots, art, and cultural festivals, etc.), Amenities (supporting facilities such as places of worship, restaurants, and public toilets), Accessibility (ease of reaching and exploring the area through transportation infrastructure), and *Ancillary* (management and promotion to ensure that all elements of the 4A function properly).

At the beginning of 2024, the number of tourists visiting KUA showed a significant increase compared to January 2023, with the number of tourist visits in January 2024 being as many as 7,307 compared to only 3,505 tourists in the same month the previous year. However, after this initial spike, there was a drastic decline in tourist visits (Table 2).

Table 2. Ketapang Urban Aquaculture Tourism Visit Data

Month	Year	
	2023	2024
January	3.505	7.307
February	11.578	3.285
March	8.263	1.766
April	30.172	10.170
May	13.744	

June	13.925	
July	7.785	
August	4.641	
September	3.831	
October	4.159	
November	3.321	
December	7.821	
Total	122.745	22.528

Source: PT. Mitra Kerta Raharja, 2024

Based on the data, various strategic measures need to be implemented to capture tourists' interest. Pricing that follows people's purchasing power and improves the quality of facilities and services is critical to creating attractive added value for tourists. The current ticket price can be seen in Table 3.

Table 3. Ticket Prices of Ketapang Urban Aquaculture Tourism Area

Description	Price
Adult Visitors	IDR 15,000
Child Visitors	IDR 10,000
Bus Parking	IDR 50,000
Regular Car Parking	IDR 15,000
Motorcycle Parking	Rp. 8.000

Source: PT. Mitra Kerta Raharja, 2024

The decrease in the number of tourists also affects the management of KUA's employees. In 2023, the number of employees at KUA was recorded at 36 people. Previously, employees actively worked for 24 days a month, but due to declining financial conditions, the number of working days was adjusted to 10 days per month. Interestingly, all KUA employees live in the tourism area. These local employees contribute to the sustainability of the surrounding environment, as they have more knowledge and concern for the area where they live and work. The KUA tourist area welcomes visitors with operational hours from 09.00 to 18.00 except for Fridays, which close early at 17.30. These extensive operating hours provide an opportunity for travelers to plan their visit with flexibility.

Attractions

KUA offers a natural view with lush mangrove trees and calm water. Visitors can walk along the boardwalk that divides the mangrove forest, enjoying the peaceful atmosphere and diverse flora and fauna. The park also provides a variety of attractive photo spots, making it an ideal place to capture beautiful moments with family and friends. The beauty of the mangrove park provides a refreshing visual experience for anyone who visits (Figure 2).



Source : researcher, 2024

Figure 2. Mangrove Park

This mangrove planting is a form of environmental concern and an effort to support the sustainability of coastal ecosystems. This step aims to strengthen coastal ecosystems, prevent erosion, and provide habitat for various species. This program enhances the aesthetic appeal of the KUA area. It serves as an educational tool for the community and students, raising awareness about the significance of environmental conservation and the sustainability of mangrove ecosystems.

KUA presents another interesting attraction: a fishery cultivation area focused on vannamei shrimp cultivation (Figure 3). This attraction's uniqueness lies in combining mangrove ecosystems and aquaculture, providing a different experience from mangrove tourism. This combination makes KUA the only mangrove tourist destination that offers vannamei shrimp cultivation, thus making it a special place.



Source : researcher, 2024

Figure 3. Fisheries Cultivation Area

Visitors can see firsthand the process of vannamei shrimp cultivation while learning about the importance of mangroves in supporting a sustainable fisheries ecosystem. The attraction is exciting and educational, providing new insights into environmentally friendly farming practices. Unfortunately, several ponds in the KUA fishery cultivation area are not operating due to the lack of competent human resources in vannamei shrimp cultivation. Those hinder the optimization of cultivation potential, which should increase productivity and provide an educational experience for visitors.

KUA also provides mangrove seeds used in educational tour packages. A mangrove nursery is carried out within the KUA area, equipped with *greenhouse* facilities (Figure 4) that ensure seedlings grow well and are healthy.



Source : researcher, 2024

Figure 4. Green House Mangrove Nursery

This facility allows visitors to see mangrove seedlings being developed and prepared for planting, adding to the educational value of their visit. Visitors also have the opportunity to learn how to cultivate mangroves, understand the vital role of this ecosystem for the environment, and participate directly in mangrove planting activities (Figure 5).



Source : researcher, 2024

Figure 5. Mangrove Planting Activities

Visitors gain new knowledge and experience firsthand about environmental conservation efforts through this activity. Unfortunately, educational activities about mangrove nurseries and cultivation at KUA are only available for groups. Visitors who come individually do not get this facility due to the limitations of human resources who serve as tour guides.

KUA provides various aesthetic photo spots scattered throughout the mangrove park. Every park corner has an aesthetic that pampers the eyes, allowing visitors to capture beautiful moments in a beautiful natural backdrop. Everything provides exciting photo opportunities, from the wooden bridge that divides the mangrove forest to the nursery area to the spots with unique decorations. Figure 6 presents one of the photo spots in the mangrove park.



Source : researcher, 2024

Figure 6. Mangrove Park Photo Spot

Although the number of photo spots is quite large, considering the size of the mangrove area, there is still potential to increase it. With increasing photo spots, KUA can attract more visitors and become a popular tourism destination. KUA also hosts various international, national, and local events. Activities such as PEMSEA, the Coastal Festival, and the Tangerang Mangrove Jazz (Figure 7) are held here, attracting visitors' attention from various walks of

life. These events add to the attraction and introduce the beauty and potential of mangrove areas to a broader audience.



Source: PT. Mitra Kerta Raharja, 2024

Figure 7. Tangerang Mangrove Jazz Event




The events held at KUA are part of the efforts to enhance the reputation of KUA as an attractive and educational tourist destination. These events attract many local and national visitors and promote the importance of environmental conservation, especially mangrove ecosystems.

The results of the analysis of tourist attraction aspects in KUA show that this area has a unique attraction that combines mangrove ecosystems with fisheries cultivation, such as vannamei shrimp, and various environmental education activities. The existence of aesthetic photo spots scattered throughout the mangrove park, coupled with national and international events such as the Coastal Festival and Tangerang Mangrove Jazz, further strengthens KUA's position as a tourist destination that offers different experiences and supports sustainable tourism.

Amenity

The following section analyzes the current state of KUA amenities, identifies various facilities, and assesses their effectiveness in supporting tourism activities. The analysis covers multiple aspects, such as infrastructure, visitor comfort, and the area's aesthetic appeal, to ensure an optimal tourist experience. Based on the observation results, some information related to KUA tourism amenities is presented in Table 4.

Table 4. KUA Tourism Amenities

Picture	Tourism Components
	<p>Mosque For Muslims, a prayer room is designed to provide a space for worship during visits. However, the capacity is not too large, the conditions are poorly organized, and access to this prayer room is not optimal because it has to pass through the gate with limited opening hours, reducing comfort, especially for elderly visitors and people with disabilities.</p>
	<p>Parking Lot This parking area can accommodate private vehicles and tourist buses to ensure visitors' comfort and tranquility. The availability of adequate parking facilities helps reduce visitors' concerns regarding the placement of their vehicles. However, the lack of guidance regarding parking position settings based on vehicle type can lead to irregularities and reduce comfort.</p>
	<p>Hygiene Facilities KUA has created a clean and comfortable visitor environment by providing complete cleaning facilities. Trash cans are placed in various strategic locations, and the regular presence of cleaners makes this area a pleasant place to visit.</p>


Picture	Tourism Components
	<p>Culinary Area Various local snacks can be found at Kios Pelangi (Rainbow Kiosk), a culinary area in the middle of the beauty of the mangrove garden. Unfortunately, the potential of this culinary tourism has not been maximized due to the condition of the area, which needs to be neatly organized and clean. With some improvement, the Rainbow Kiosk can become an appetizing culinary paradise that pampers visitors' eyes.</p>
	<p>The Main Building The main building of KUA is the center of attention with its unique design, inspired by the shape of crab animals, endemic to mangrove areas. This two-story building not only presents an attractive appearance but also becomes the heart of KUA's activities, ranging from meetings and education to recreational facilities such as gymnastics areas and restrooms.</p>
	<p>Mangrove Plaza Mangrove Plaza, a modern building located in the heart of the mangrove park, is designed to accommodate a variety of community activities. Access to the plaza through the boardwalk adds aesthetic and educational value for visitors. However, access to the plaza is limited to groups participating in educational programs. Individual tourists can only enjoy the view of the plaza's exterior overlooking the mangrove park.</p>
	<p>Shelter Scattered in several corners of the mangrove park, the shelters provided by KUA offer an oasis for visitors who want to rest while enjoying nature's beauty. Their unique design blends in with the surrounding beauty. However, the shelter's limited roof size makes it less optimal for protection from foul weather.</p>
	<p>Observation Tower The observation tower in KUA serves as a viewing point to enjoy the beauty of the mangrove park from a height. With its strategic position, this tower provides a broad and stunning panoramic view, allowing visitors to appreciate the biodiversity of mangroves. This facility is one of the main attractions of KUA, adding aesthetic and educational value to the area.</p>
	<p>Toilet There are two toilet points in a strategic location, making it easy for visitors to tour the mangrove park. With this facility, visitors don't need to worry if they want to defecate while enjoying the beauty and uniqueness of the mangrove ecosystem. However, some things could still be improved, namely inconsistent water availability. This condition can be complex, especially when the need for toilets increases.</p>





Source : researcher, 2024

Accessibility

KUA relies not only on its attractions and amenities but also on effective accessibility. Sufficient accessibility ensures that tourists can visit KUA with ease and comfort. This analysis will identify accessibility conditions supporting the sustainability of KUA tourist areas. Information related to KUA tourism accessibility is presented in Table 5.

Table 5. KUA Tourism Accessibility

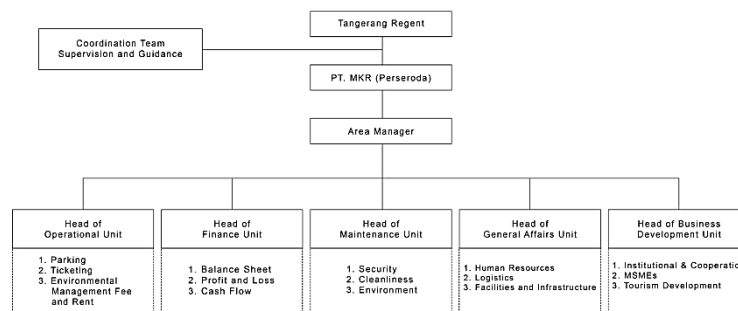
Picture	Tourism Components
	<p>Road Condition The road to KUA is generally in good condition and has adequate width. However, several narrow spots, especially around the Mauk Market, can potentially cause traffic congestion, especially during peak hours.</p>

Picture	Tourism Components
	<p>Directional Signs Road directions to KUA have been installed along the route, making it easier for visitors to find the location. However, at some intersections, the addition of signage will be more optimal to ensure visitors stay aware of their destination quickly.</p>
	<p>Mode of Public Transportation The lack of availability of public transportation that reaches the KUA tourism area due to the absence of public transportation terminals is an obstacle to developing tourism in the region. Local governments need to pay attention to improving transportation infrastructure to overcome this problem and make KUA an easily accessible tourist destination.</p>
	<p>Boardwalk (Mangrove Track) The experience of exploring the mangrove park is even more enjoyable with the wooden boardwalk. This trail, built with an attractive design, allows visitors to enjoy the natural beauty of mangroves more closely and observe various types of fauna that live in them. The existence of this boardwalk is crucial to supporting the development of mangrove tourism areas.</p>
	<p>Main Gate The KUA main gate's wide entrance and modern design allow visitors to access the tourism area easily. This gate area's neat and well-maintained impression reflects KUA's commitment to providing comfort for every visitor.</p>

Source : researcher, 2024

Ancillary (Institutional)

Regarding the ancillary (institutional) aspect, Tangerang Regent Regulation Number 89 of 2022 assigns PT. Mitra Kerta Raharja (Perseroda) to be responsible for managing KUA. This aims to enhance public services, empower local communities, and develop various regional potentials, including ecotourism, aquaculture, and micro, small, and medium enterprises. The organizational structure for KUA management is shown in Figure 8.



Source: PT. Mitra Kerta Raharja, 2024

Figure 8. KUA Tourism Area Management Structure

The manager is responsible for planning, implementing, and supervising all activities and establishing cooperation with various parties. PT. MKR is also authorized to manage revenue from the use of the area, which is included in the operational income of the area management. The management of PT. MKR must report and account for all activities related to managing the KUA Area to the Regent of Tangerang.

PT. MKR is led by a regional manager, Drs. Adiyat Nuryasin, who is responsible for the company's daily operations and ensures that each functional unit works efficiently and effectively. The Regional Manager has five central units under his supervision, namely Mr. Sangaji as the Head of the KUA Operational Unit, Mr. Muhammad Damri as the Head of the Finance Unit, Mr. Mulyono as the Head of the Maintenance Unit, Mr. Mahlawi as the Head of the General Unit, and Mr. Hasan as the Head of the Business Development Unit.

KUA managers have been promoting using various digital platforms to increase visibility and attract more visitors. Promotions are carried out through social media such as Facebook, TikTok, and Instagram. Although KUA promotion has been carried out through various digital platforms, only the Instagram platform is active. This can hinder the overall effectiveness of the promotion. One of the main reasons is the need for adequate human resources (HR) to manage promotions on these various platforms.

Based on the results of the 4A analysis that has been carried out, this information is then added to the map of the KUA tourist area. The analysis helps identify the distribution of each aspect, such as the tourist attractions offered, the availability of supporting facilities, accessibility to the location, and the additional services provided. With this map, it can be seen visually how these essential elements are distributed throughout the region. The map of the KUA area is presented in Figure 9.



Source : researcher, 2024

Figure 9. Ketapang Urban Aquaculture Area Map

Tourist Perception

One of the determining indicators of the decision to visit a tourism destination is tourists' perception towards the destinations (Lingga, 2021). To gain insights into tourists' perceptions of the 4A aspects (Attractions, Amenities, Accessibility, and Ancillary), questionnaires and interviews were randomly distributed to visitors. This approach gathers detailed and representative data regarding their experiences and expectations while visiting KUA tourist destinations. Tourist perceptions of KUA attractions are summarized in Table 6.

Table 6. Tourist Assessment of KUA Tourist Attractions

No.	Criterion	Total Score	Average	Category
1	The Beauty of Mangrove Park	197	1,97	Enough
2	Fisheries Cultivation Area	125	1,25	Less

3	Mangrove Plant Educational Activities	124	1,24	Less
4	Photo Spots	154	1,54	Less
5	Arts and cultural festivals, etc.	142	1,42	Less

Source : researcher, 2024

Based on the available data, the perception of KUA's mangrove park attractions received an average score of 1.97, which placed it in the 'Adequate' category. This score shows that mangrove parks are a reasonably attractive attraction for visitors, but there is still room for improvement. The mangrove ecosystem, which is still in the development stage, has not provided enough resources, such as food and shelter, so only a few animals can adapt and live in it. The presence of animals in mangrove habitats can add educational and aesthetic value to attract visitors who are interested in nature observation and wildlife photography.

Furthermore, the 'Poor' assessment with a score of 1.25 for the aquaculture area shows significant problems with the physical condition of the area. Unfilled pools and lack of maintenance give a less professional impression and reduce the area's appeal to visitors. This condition could reduce public interest in visiting and supporting aquaculture activities at the location. Consistent with this, educational activities related to mangroves are currently underperforming, as indicated by an average score of 1.24, placing them in the 'Lack' category. Only group tourists get a structured education program, while individual tourists also need adequate information or guidance about mangrove plants.

Furthermore, the photo spots in the KUA tourist area were rated as 'Lack,' with an average score of 1.54. These results indicate that the quality and number of photo spots cannot meet visitor expectations, especially in the digital era where the photogenicity of a place is the main attraction and an effective means of promotion. Then, the 'Less' assessment with a score of 1.42 for events in KUA indicates that the limited number and frequency of events are the main factors. This condition reduces the opportunity for visitors to be actively involved in the various activities offered.

Overall, this data clearly shows that although KUA has the potential to be a mangrove tourism destination, many aspects still need to be improved regarding its attractions to meet expectations and increase the number of visitors. Strategies that focus on improving the quality and variety of attractions can play a vital role in attracting visitors.

Tourist amenities are one of the determining factors for visitor comfort and satisfaction. In the KUA tourist area, the quality and quantity of available amenities will significantly affect the attractiveness and competitiveness of this destination. The assessment of tourist amenities in the KUA area shows several shortcomings that need to be overcome immediately. Further analysis will identify specific problems that exist and need improvement. Information on tourist perceptions of KUA tourism amenities is presented in Table 7.

Table 7. Tourist Assessment of KUA Tourism Amenities

No.	Criterion	Total Score	Average	Category
1	Places of Worship (Capacity and Cleanliness)	126	1,26	Less
2	Parking Lot	188	1,88	Enough
3	Cleanliness of Ketapang Urban Aquaculture Tourism Area	223	2,23	Enough
4	Canteen or Culinary Area	117	1,17	Less
5	Main Building (Quality and Completeness of Facilities)	190	1,90	Enough
6	Mangrove Plaza	160	1,60	Less
7	Shelter	151	1,51	Less
8	Observation Tower	150	1,50	Less
9	Toilet	120	1,20	Less

Source : researcher, 2024

According to tourists' evaluations, the culinary area in this tourism destination has an average score of 1.17, indicating that it is deemed unsatisfactory. The physical condition of poorly maintained areas, such as empty stalls and

unclean environments, is the leading cause. The culinary area has excellent potential to become the main attraction for tourists who want to have a unique and authentic culinary experience.

This correlates with the limited water supply in the toilets at the KUA tourist area, which has led to a very low rating of 1.20. This condition not only interferes with the comfort of visitors but also negatively affects the cleanliness and management of the tourist area. In addition, a very low assessment (1.26) of places of worship indicates serious problems related to capacity, cleanliness, and accessibility. Places of worship with a small capacity, untidy prayer room conditions, and difficult access by visitors, especially those with special needs, are the main factors affecting this assessment.

A rating of 1.5 for the observation tower indicates the need for improvement, especially in safety and cleanliness. Observation towers have enormous potential to become a significant attraction. Efforts are needed to improve safety and hygiene standards and carry out regular maintenance so that the observation tower can function as it should and provide an unforgettable experience for visitors. Meanwhile, shelters are rated 1.51 (Less) due to limited capacity and inadequate functionality, especially when needed as protection from foul weather. The Mangrove Plaza, with a score of 1.60, is considered less than meeting visitors' needs. Limited access for individual visitors and narrow spaces are the main obstacles. This condition makes visitors feel uncomfortable and restricted from enjoying the existing facilities, thus reducing the attractiveness of Mangrove Plaza as a tourist destination.

The assessment of other amenities, namely parking lots at KUA, is considered adequate with a score of 1.88, but there is still room for improvement. Paving block has been effective in maintaining neatness and reducing waterlogging. Regulatory instructions for various types of vehicles, such as buses, cars, and motorcycles, need to be clarified to make it easier for tourists. The main building scored 1.9 (Adequate), with a large room for meeting activities. However, the less-than-optimal functionality of the toilets still needs to be improved to meet visitor expectations. Meanwhile, the cleanliness facilities in the KUA tourist area received a positive appreciation score of 2.23, which reflects the manager's commitment to maintaining cleanliness, thereby increasing the comfort of visitors.

Accessibility to the KUA tourist area is an important factor that managers need to consider, as the quality of accessibility can affect visitors' interest in visiting. Table 8 presents the results of visitors' assessments of this accessibility element.

Table 8. Tourist Assessment of KUA Tourism Accessibility

No.	Criterion	Total Score	Average	Category
1	Availability of Public Transportation Modes	136	1.36	Less
2	Road Condition to KUA	196	1.96	Enough
3	Directions/Signs	176	1.76	Enough
4	Main Entrance Gate	252	2.52	Good
5	Boardwalk (<i>Mangrove Track</i>)	249	2.49	Good

Source : researcher, 2024

The availability of transportation to KUA obtained an average score of 1.36, classified as 'Lack'. This value shows that there is a severe shortage of adequate public transportation to the location, so it is the main obstacle for visitors without private vehicles. The absence of public transportation terminals of types A, B, and C makes it difficult to access public transportation.

The condition of the road to the KUA tourist area received a score of 1.96, which is included in the 'Adequate' category. While this shows that the road is already fit for use, some points still need repairs, especially in front of Pasar Mauk, where the narrow width of the road makes it difficult to pass. The assessment of directions to the KUA tourist area received an average score of 1.77, which is included in the 'Adequate' category. While signage is already in place, there is room for improvement, especially with adding more signs at strategic points and essential intersections.

The main entrance gate to the KUA tourist area has a score of 2.52, which is categorized as 'Good'. This score reflects visitors' initial positive impression when entering KUA and has the potential to increase their satisfaction. Meanwhile, *the boardwalk* (mangrove track) received an average score of 2.49, indicating that visitors appreciate its existence. However, regular maintenance is required to ensure this trail remains safe, comfortable, and attractive to visitors.

The assessment of institutional aspects includes two important elements: the management of tourist areas and the effectiveness of promotion through various media. These two elements increase tourist satisfaction, build a positive image of the destination, and encourage tourism growth. Assessments related to this institutional aspect can be seen in Table 9.

Table 9. Tourist Assessment of KUA Tourism Ancillary

No.	Criterion	Total Score	Average	Category
1	Management of Tourist Areas	177	1,77	Enough
2	Promotion through Various Media	129	1,29	Less

Source : researcher, 2024

Based on the table, the management of KUA tourist areas obtained an average score of 1.77, which is included in the 'Adequate' category. This score indicates that while certain management aspects are sufficient, there is still potential for improvement. Some elements that need to be improved include communication and service to visitors. Moreover, having well-trained and responsive staff who can address visitors' needs and questions will enhance satisfaction and create a positive impression of KUA.

Based on the institutional assessment, the tourism promotion aspect of KUA obtained a score of 1.29, which is included in the 'Lack' category. This score indicates that the promotions carried out are still not optimal and need to be improved through various platforms. Currently, KUA uses several social media platforms, such as Instagram, Facebook, and TikTok, but only Instagram is actively managed.

Companies can convey and promote their products to the target market through various activities that are part of the promotional elements in the marketing strategy. In tourism, promotion aims to introduce tourist attractions and provide connecting facilities, such as travel agencies, that will help bring tourists to their intended destinations (Supriadi & Roedjinandari, 2017).

Social media is an online platform used to interact, share content, and communicate with others. Users can create personal profiles, interact with friends, and participate in online communities through sharing information, photos, and videos. Examples of popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, YouTube, and WhatsApp, all of which facilitate communication and information sharing among users (Yanti et al., 2024). Social media is no longer just a communication tool but also a form of instrument to produce effective consumer engagement strategies for all industries worldwide (Kurniasari et al., 2024). Furthermore, Kurniasari et al. (2024) mentioned that the rapid development of technology makes it easier for people to get relevant information before planning a trip. On the other hand, they are also a source of information by sharing experiences through social media. As a result, destinations with a more effective social media strategy can attract more visitors.

KUA's tourism area promotion strategy can be strengthened by collaborating with travel agencies and utilizing existing social media, such as Instagram, TikTok, and Facebook. To expand the promotion's reach, KUA can enhance its presence on YouTube, Twitter, WhatsApp, and official websites that are not yet available. By enriching engaging visual content on Instagram and expanding the platform to other media, KUA can shape positive perceptions of travelers, influence travel decisions, and increase online community engagement more effectively.

Conclusion

KUA has a unique attraction, namely the integration of mangrove gardens and vannamei shrimp fishery cultivation areas. This tourist attraction is also a means of educating visitors about the importance of maintaining the

environmental ecosystem. KUA has a main building and a mangrove plaza, which are educational spaces. In addition, KUA is equipped with complete amenities such as prayer rooms, toilets, culinary areas, shelters, cleaning facilities, and parking lots to meet visitors' needs. Supported by accessibility, namely excellent and wide road conditions and the existence of road directions at various strategic points, it is easier for visitors to get to the KUA location. It is also equipped by the existence of managers who carry out tourism activities and make sure everything is running well.

Based on the analysis of tourist perceptions, mangrove park attractions received appreciation, but educational activities on mangrove plants and fishery cultivation areas were considered poor. Amenities such as the cleanliness of the area are considered good, but other supporting facilities, such as toilets and places of worship and culinary areas, are still considered inadequate. Meanwhile, accessibility generally received a good assessment, but the availability of public transportation modes received a poor assessment. In addition, KUA promotion is still considered less effective in attracting tourists, showing the need for a more effective marketing strategy.

This research can contribute to urban and regional planning, especially in developing sustainable ecotourism-based tourist destinations. In addition, it can strengthen the application of the 4A concept in developing coastal tourism destinations. Evaluating existing conditions and tourist perceptions is a relevant approach to assessing the effectiveness of new tourist destinations. The results of this study can be used as a basis for local governments and KUA managers to develop sustainable tourism area management policies and increase tourism attraction in Tangerang Regency.

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