

CHAPTER I

INTRODUCTION

1.1. Background

Indonesia is one country that has a lot of natural potency both on land and in the ocean. The diversity of nature, flora, fauna and, human works that have selling value to be developed into a business in the field of tourism. Indonesia as a maritime country has very abundant water potency. The fertile soil conditions make Indonesia the center of attention for human groups to settle and develop their respective businesses, while the potency of the water in the form of oceans and beaches is one of the attractions that are much favored by domestic and foreign tourists. This is because Indonesia is a tropical country that has clear sea water which can be used as an activity in the tourism sector.

According to *Undang-Undang Republik Indonesia No. 9 Tahun 2009* concerning tourism, tourism is a journey that is carried out temporarily from one place to another with the intention not to make a living in the place visited but merely to enjoy the trip to achieve satisfaction. The existence of tourism has many benefits including recognizing the characteristics of a nation that is visited, knowing two cultures, customs and at the same time being able to enjoy the natural beauty of the country. Tourism is one of the important things for a country, especially the regional government where the tourism destination is located. The existence of tourism activities can increase the income of each tourism destination that exists. Indonesia as an archipelago country has great potency in the tourism sector. Development of the tourism sector can be done by utilizing diverse tourism potency in Indonesia. The natural conditions in each region of Indonesia vary, so the management must be adjusted to the tourism potency in the area.

Utilization and development of aquatic resources become a new paradigm that must be realized optimally, this is supported by the existence of great potency in the territory of Indonesia. Utilization of these water potency can be

used as a strategy for central and regional governments in efforts to empower and improve the welfare and prosperity of the local community. In order for the existence of potency waters to be beneficial, it is necessary to carry out optimization efforts as a means of supporting both physical and non-physical. The development of the tourism sector in an area will attract other sectors to develop as well because its products are needed to support the tourism industry.

Efforts to develop and improve tourism management are through the development of objects and attractions, both in the form of managing existing tourism objects and creating new objects as tourism attractions. Tourist area must have an attraction to attract tourists visiting the area.

Of the many islands in Indonesia that are developing tourism, Belitung Island is one of them. At present, the Belitung government is in the midst of being intensively promoting and developing tourism in the form of tourism objects and destination supporting facilities.

Belitung Island is an island located in the Bangka Belitung Islands Province which has a tourism destination. The leading tourism on the island of Belitung is coastal tourism, which amounts to 10 coastal tourism locations. This is also an advantage possessed by Belitung Island. And one of the tourist destinations that have the potency to become a leading destination is the *Gusong Bugis* beach.

Gusong Bugis beach is one of the coastal tourist destinations that is managed directly by the community and is located in Juru Seberang Village, Tanjungpandan, Belitung Regency, Bangka Belitung Islands Province. This tourist destination began to be known by the surrounding community after hosting the National Culture Camp in 2016.

Gusong Bugis Beach can be accessed by land transportation. Tourists can take a private car or rental car from the city center to a tourist destination within 12 Km or take about 20 minutes.

Besides having a beautiful view, tourists can also enjoy interesting attractions in *Gusong Bugis* Beach. Visitors will be treated to a view of the ponds among mangrove trees. In addition, visitors can also take pictures of the points provided. There is a circular bridge that leads to the coast.

However, because there are coastal tourist destinations such as Tanjung Tinggi Beach which have been the main tourist destinations for tourists, the government has become less concerned with other tourist destinations such as *Gusong Bugis* Beach, especially in terms of facilities and supporting infrastructure. Though *Gusong Bugis* Beach can be one of the potency tourist destinations for the government and the island of Belitung itself. Apart from being easily accessible, the scenery offered is not inferior to the existing beaches.

Related to the explanation above, the writer is interested in writing this final report entitled “**The Potency of *Gusong Bugis* Beach As A Tourism Destination in Belitung**”.

1.2. Problem Formulation

The problem formulation of this final report is “What are the potencies of *Gusong Bugis* beach in Belitung?”

1.3. Problem Limitation

Based on the problem formulation above, the problem of this final report is limited towards *Gusong Bugis* beach and its potency as a tourism destination in Belitung.

1.4. Purpose

The purpose of this report is to know the potencies of *Gusong Bugis* beach potency as a tourism destination in Belitung.

1.5. Benefit

The benefit of this final report is to give information to the students of English Department in State Polytechnic of Sriwijaya about the potency of *Gusong Bugis* beach as a tourism destination in Belitung.