

Profile and Mapping of Tourism Destinations in Oma Village (Applied Research 1st Year)

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The tourism sector is a service sector that contributes significantly financially to the country's economy. Maluku province has tourism potential. Including a tourist attraction in Oma village, one of the villages in Central Maluku district, Ambon City, Maluku Province. This research is a multi-year study (4 years) and aims to: 1. create a profile and mapping of tourist objects, 2. create easy access and facilities, 3. implement integrated marketing communications and digitization of tourism marketing and 4. collaborate on tourism marketing in Oma village with Maluku tourism & investment industry. For the first year of research, the research objective is number 1, which is to create a profile and mapping of tourist objects in Oma's Country. This type of research is applied research and qualitative methods. The results of this first year's research were successfully profiled and mapped tourist destinations. From the results of the research, it is known that there are still many things that must be addressed, and continued in the second research stage and so on.

Keywords: Applied Research, Maluku Province, Mapping, Oma Village, Profile, Tourism Destination

JEL Classification: L80, L89, M30

INTRODUCTION

The tourism sector is one of the leading service sub-sectors to be developed in order to improve the country's economy. The following is data on tourist visits to Maluku Province in table 1 below.

Table 1. The development of tourist visits to Maluku Province in 2016-2020

No	Tourist	YEAR				
		2016	2017	2018	2019	2020
1.	<i>International</i>	15.015	18.075	18.979	13.153	2.010
2.	<i>National</i>	103.947	111.332	116.899	76.842	41.188
3.	<i>Local</i>	129.068	174.431	183.153	147.434	173.110
TOTAL		248.030	303.838	319.031	237.429	216.308

Source: BPS Maluku, Maluku Publications in 2016-2021

Data on tourist arrivals in 2020 decreased drastically, especially for foreign / international tourists, considering the covid 19 pandemic. Meanwhile, foreign tourists who visited Maluku a lot came from the Netherlands, Germany, Hong Kong, France, Australia, China, America and India. Data on tourist visits to Oma's Country has just started to be recorded manually / verbally, since the last 6 (six) months, namely from January to June 2021. The total number of tourist visits visiting Oma's Country in the last 6 months (January to June 2021), as many as 1,602 tourists (source: from the Oma State office staff). Most of them are local and national tourists, considering the pandemic period so that international tourist access is still limited.

From the potential of Oma's country, from the observation of survey results and interviews with local residents, it can be seen that the profile and mapping of tourist objects in Oma's country is not clear, tourists still have difficulty reaching tourist destinations. This is because tourist destinations are located or positioned quite far apart, there are no guides or tour guides available, there is no profile and mapping data at the state office, and they still tend to be natural and have not been developed according to the characteristics of integrated tourist destinations, are still traditional, tourist objects have potential. but not yet known by local tourists from other regions or tourists in Maluku Province or tourists from other cities or provinces or abroad, access is still difficult to get and the availability of facilities and tourism-related events, and cannot be a source of income for the state treasury and become a brand for tourism marketing in Oma's country. Besides, it has not been integrated and collaborated with the tourism industry in Maluku Province.

Problem

For the first year of research, the research problem is how to profile and map tourist attractions in the Land of Oma

Research Purposes

Creating a profile and mapping of tourist attractions in the Land of Oma

Research Contribution

Practically, it can contribute ideas that are useful for the Regional Government of Maluku Province in general and in particular to the government of the State of Oma in the field of tourism marketing, and in the first year this is the profile and mapping of tourist objects in the State of Oma, as well as making a real and positive contribution

from the Polytechnic The country of Ambon to the environment and the surrounding community, especially in this land of a thousand islands

LITERATURE REVIEW

Tourism Destination Marketing

Destination marketing is intended to shape the image and branding of the destination: Destination branding is an important research area and a strong instrument for building the positioning of tourism destinations (Sotiriadis, 2021)

Concept Profile and Destination Mapping

Profile

Destination placement means "identifying destination dimensions that represent a position that can be developed to differentiate the destination in a way that is meaningful to consumers (Pike and Ryan, 2014). Correct profile communication helps positioning the destination in the minds of consumers through image formation.

Mapping

Maps contain the meaning of communication (Swartawa, 2018). Mapping is a process of presenting information on the earth's surface in the form of facts, the real world, both the shape of the earth's surface and its natural resources, based on map scales, map projection systems, and symbols of the elements of the earth's surface presented (Hartanto & Fauzie, 2019).

RESEARCH METHOD

Descriptive research is a type of research that describes the nature and attributes of a subject (Askarzai et al., 2017). (Dadich & Fitzgerald, 2011) suggest that there is no universal definition of qualitative research. Qualitative research is mainly used to understand human behavioral factors (Lan 2002). Qualitative research is subjective and the purpose of qualitative research is to understand a social phenomenon (Hancock 2002). Qualitative research is also known as constructivist, naturalistic, interpretive, post-positivist, post-modern (Clarke 2005). Qualitative data are presented in the form of words, sounds and pictures (Lan 2002). The nature of the data in qualitative methods is textual, very detailed and rich in information (Moriarty 2011). The qualitative data analysis approach is; thematic analysis, grounded theory, discourse analysis and others (Wood 2011). There is no single best way to analyze qualitative data, the analysis is subject to research questions, namely: the need for research findings, the research context and the resources available for research (Taylor-Powell & Renner 2003). There are four types of qualitative research: design namely phenomenology, ethnography, grounded theory and case studies. The main methods of collecting qualitative data are; interviews, focus groups and observations (Hancock 2002). Based on (Traynor, 2007) the salient characteristics of qualitative methods are; naturalists, researchers as human instruments, inductive data analysis, descriptive reports and reliable special criteria.

The method used is a qualitative method by conducting observations and interviews (Telagawathi et al, 2021). Qualitative research is also closely related to the commitment between applied research and mixed methods research designed to contribute to social theory as much as it is intended to improve people's lives (Given, 2008). The research location is in Negeri Oma, Haruku District, Central Maluku Regency, Maluku Province. The research period is 4 (four) years (multiyears). Year I profile and mapping of Oma State tourist attractions. The types of data used in this

study are primary data and secondary data. The data collection techniques needed to obtain data in the field are field research and library studies.

The data analysis technique used in this study is to use the steps as proposed by (Burhan Bungin, 2003), namely as follows: data collection, data reduction, and verification and confirmation of conclusions. This study uses the data triangulation method as a technique for measuring the validity of the data. According to (Wirawan, 2011), triangulation is a research approach that uses a combination of more than one strategy in one study to collect data / information. By collecting and comparing multiple data sets with each other, triangulation helps eliminate threats to any data validity and reliability (in Adhimah, 2020)

RESULTS

Figure 1. Overall profile and mapping of Oma's attractions (Team work)



Tourist destinations in Oma's country are Simale, Asol Air baths and Asol hot springs and Bak hot springs. It is spread over six hamlets so that to make it easier for tourists, a mapping is made according to the distribution of hamlets in Oma's country. In general, all the profiles of these tourist destinations do not meet the minimum standards of ideal eligibility for a tourist destination.

DISCUSSION

From the results and discussion of the research above, if it is associated with several previous studies related to this topic, it is rather rare to find applied research, which is generally found about the implementation of digitization in tourism (Ivanovna et al, 2019), which in this study is the 3rd year research according to roadmap. Qualitative research in the field of tourism by (Singh, et al, 2016) describes the theory of destination marketing with the literature review method. The most striking are the studies of (Cismaru et al, 2015) and (Foris, et al, 2016) who made profiling or profiling in their research. However, this research is expanded by mapping or mapping tourist destinations. This first year research is still a basic applied research, namely profiling and mapping. Policy implications and others will be further developed according to the roadmap for the second to fourth year, taking into account the existing theories.

CONCLUSION

With the profile and mapping, it makes it easier for tourists to visit (see picture 1), considering that the tourist attraction areas in Oma's Country are located quite far from one another, and there are no officers or tour guides in Oma's Country. It can be said that there are still many things that need to be addressed in tourist destinations in this land of Oma, so that further research from the second year to the fourth year can still be developed according to the roadmap that has been made.

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DECLARATION OF CONFLICTING INTERESTS

We declare that we have no conflict of interest with the ICPM Bali 2021 committee or staff from AIBPM or any conflict regarding this article.

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