

Attractions, Amenities and Accessibility of Lagoi Bay Beach as A Tourist Attraction in Sebong Bay, Bintan Regency, Riau Islands

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KEYWORDS

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ABSTRACT

Lagoi Bay Beach in Sebong Bay, Bintan Regency, Riau Islands, has developed into one of the leading tourist destinations in Indonesia. This article aims to explore three main aspects that contribute to the tourist appeal of Lagoi Bay Beach, namely attractions, amenities, and accessibility. This study uses data collection methods through field observations, interviews with destination managers, and surveys of visitors. The results of the study indicate that the main attractions of Lagoi Bay Beach include the beauty of the beach, recreational activities, and water sports facilities. The amenities offered include quality accommodation, restaurants, and shopping centers, while accessibility includes easy transportation and supporting infrastructure. This study concludes that the combination of these three factors significantly increases the attractiveness of Lagoi Bay Beach as a major tourist destination in the Riau Islands and recommends further development to maximize the tourism potential of the area.

INTRODUCTION

The tourism sector in Indonesia has great potential to be developed, considering the diversity of nature, culture, and history spread throughout the archipelago (Hermawan 2021). This is in line with research conducted by Giay (2024), which shows that the diversity of Indonesia's tourist attractions contributes significantly to the interest of tourists, both domestic and foreign. One of the areas that is developing as a leading tourist destination is the Riau Islands, especially the Teluk Sebong area, with Lagoi Bay Beach as one of the mainstay tourist attractions (Kurnia & Wardani 2022). Research by Huda and Saputra (2024) also confirms that the Riau Islands region has great potential for the development of leading tourist destinations, especially with the uniqueness of its attractions and facilities. Lagoi Bay Beach not only offers beautiful natural scenery and various tourist activities but is also supported by various adequate amenities and relatively good accessibility (Syofia et al, 2023). However, in order to Lagoi Bay Beach to become a competitive tourist destination and attract more domestic and foreign tourists, an in-depth analysis of its attractions, amenities, and accessibility needs to be carried out (Sihite et al, 2023).

Attractions, amenities, and accessibility are three main components in developing a tourist destination (Putri & Andriana 2021). Middleton & Clarke (2012) stated that these three aspects are very important to increase the attractiveness of a tourist destination and influence tourist satisfaction. Attractions are the first thing that attracts tourists to come, while amenities and accessibility ensure comfort and ease of access for tourists while at the location (Afandi, 2024). At Lagoi Bay Beach, natural attractions in the form of beautiful beaches, a variety of water sports activities, and local cultural events are the main selling points (Jaya, 2023).

Simanjuntak's research (2021) shows that the availability of amenities such as accommodation, restaurants, and public facilities greatly affects the quality of the tourist experience. However, to support these attractions, amenities such as adequate accommodation facilities, restaurants, and entertainment facilities are needed (Simanjuntak 2021). In addition, good accessibility is the key to the smooth travel of tourists to this area (Rahmawati et al, 2024). Research by Putra et al (2019) states that good accessibility has a direct impact on the number of tourist visits, especially in relatively remote tourist areas.

Although Lagoi Bay Beach has developed rapidly in recent years, there are still challenges that need to be overcome (Akhirman 2020). Research by (Arman et al, 2023) states that the development of sustainable tourism destinations in the Riau Islands still faces various challenges, especially related to infrastructure development and coordination between various stakeholders. Infrastructure development, especially related to public transportation access and road networks, is still a concern to ensure that the tourist experience remains positive (Tjilen et al, 2023). This is also emphasized in a study conducted by (Nugraha et al, 2024), which found that lack of accessibility can be a major obstacle to tourism development. Therefore, this study aims to analyze how attractions, amenities, and accessibility at Lagoi Bay Beach affect its attractiveness as a tourist destination in Teluk Sebong, Riau Islands (Muslim, 2022). This study is expected to provide input for stakeholders in the context of developing sustainable and competitive tourism areas.

LITERATURE REVIEW

Attraction

Tourist Attractions are elements or places that attract visitors in the context of tourism including Natural Beauty, Culture and History, Recreational Activities, Entertainment Facilities, Culinary Activities. Lagoi Bay Beach offers various tourist attractions. Natural beauty, such as white sand, clear water, and stunning sunset views, are the main attractions (Mali, M. G. 2021). Various activities available, such as snorkeling, diving, and jet skiing, attract tourists to explore the beauty of the underwater world (Utari, 2024). In addition, local events and cultural festivals, such as the Lagoi Festival, also serve to attract visitors and enhance the tourist experience (Puspita & Suharto, 2023).

Amenities

Amenities are facilities and services provided to improve the comfort and experience of visitors in a place, especially in the context of tourism including Accommodation, Restaurants and Culinary, Supporting Facilities, Recreational Activities, Transportation. The facilities at Lagoi Bay Beach greatly support the tourist experience. There are various accommodation options, ranging from luxury resorts to more affordable lodgings, so that they suit the needs and budget of visitors (Damayanti, 2021). In addition, the presence of restaurants offering local and international cuisine adds to the appeal of this destination (Fatkhullah & Mulyani, 2024). Supporting facilities, such as public toilets, parking lots, and tourist information services, also make it easier for visitors to enjoy their time on the beach.

Accessibility

Access to Lagoi Bay Beach is essential to attract tourists. The quality of the road and the availability of public transportation and shuttle services from strategic locations facilitate accessibility (Paramitha, 2022). Connectivity to other destinations in Bintan is also a supporting factor, allowing tourists to explore more locations during their visit (Sianturi, 2024).

METHOD

This study uses a qualitative approach with the Miles and Huberman (1994) interactive data analysis model to explore the attractions, amenities, and accessibility of Lagoi Bay Beach as a tourist attraction in Sebong Bay, Bintan Regency, Riau Islands. Data were collected through in-depth interviews with 13 informants consisting of tourists, destination managers, business actors, and local communities, as well as direct observation to assess the physical condition and supporting facilities of Lagoi Bay Beach. Documentation in the form of management reports, visit statistics, and related documents were also used to enrich the findings. Data analysis was carried out through three stages: data reduction to filter relevant information, data presentation in the form of descriptive narratives and tables and drawing conclusions with data triangulation to ensure the validity of the results. This study shows that attraction elements, such as the beauty of the beach and marine tourism activities, are supported by amenities in the form of modern facilities, while accessibility still needs improvement in terms of public transportation. This approach provides an in-depth understanding of the role of the three main elements in supporting the development of sustainable tourism in Lagoi Bay Beach.

RESULTS AND DISCUSSION

Result

This study shows that three main factors namely attractions, amenities, and accessibility play an important role in attracting tourists to Lagoi Bay Beach and increasing its attractiveness as a leading tourist destination in the Riau Islands.

Attraction

Lagoi Bay Beach offers a variety of attractive attractions, both natural and artificial (Ngasi et al, 2024). Natural beauty such as white sand, clear sea water, and beautiful sunset views are the main attractions. In addition, various tourist activities such as snorkeling, diving, jet skiing, and other water sports increase the interest of tourists who want to enjoy an adventure experience. Local cultural events and festivals, such as the Lagoi Festival, also add value to the tourist experience and strengthen the local cultural identity (Rahmatin, 2023).

Amenities

Lagoi Bay Beach provides facilities that support visitor comfort. The available accommodations vary, from luxury resorts to more affordable lodgings, providing options that suit tourists' preferences and budgets (Ningsih & Arianto, 2024). In addition, various restaurants serving local and international cuisine add to the appeal of this destination. Other facilities such as public toilets, parking lots, and information services also make it easier for visitors to enjoy their time on the beach.

Accessibility

Accessibility to Lagoi Bay Beach is quite good. Public transportation and shuttle services available make it easy for tourists to reach the location (Panuntun & Mahagangga, 2024). The quality of the main roads and connectivity between tourist destinations in Bintan also support tourist travel, allowing them to visit various other tourist attractions around Sebong Bay. However, there are still some areas that need to be improved, especially in terms of improving more organized public transportation and the quality of roads to more remote locations (Gusty et al, 2023). The three factors, namely attractions, amenities, and accessibility, have been proven to support each other in increasing the attraction (Pratiwi, 2023). Lagoi Bay Beach as a tourist destination. The results of this study are in accordance with the theory that the combination of these three

elements is very important for the development of a successful tourist destination. Although Lagoi Bay Beach has many advantages, this study also found several challenges that must be overcome.

Discussion

The results of the study show that Lagoi Bay Beach has a combination of attractions, amenities, and accessibility that support it as one of the leading tourist destinations in Bintan Regency. The natural beauty of the beach combined with additional attractions such as water sports and local cultural festivals creates a diverse tourism experience, in line with previous studies that stated that destinations with a variety of attractions have higher competitiveness. Complete and quality amenities are also the main supporting factors in attracting tourist visits. The presence of modern facilities, such as star-rated hotels and shopping centers, meet the needs of tourists who prioritize comfort. However, complaints related to the relatively high price of facilities indicate the need for a pricing strategy to reach a wider market segment. In terms of accessibility, although the main transportation route to Lagoi Bay Beach is quite good, the limited direct public transportation to the beach and the lack of directions are challenges. This reduces the comfort of tourists who do not use private vehicles, as found in the study, which emphasized the importance of accessibility to create an optimal tourism experience. Overall, the combination of attractions, amenities, and accessibility at Lagoi Bay Beach provides a strong attraction for tourists, both domestic and international. However, destination managers need to improve accessibility and adjust the pricing strategy of facilities to be more competitive and inclusive. With improvements in this area, Lagoi Bay Beach can strengthen its position as a leading sustainable tourist destination in the Riau Islands.

CONCLUSION

Based on the research results, it can be concluded that the three main factors—attractions, amenities, and accessibility—have a very important role in making Lagoi Bay Beach a leading tourist destination in Bintan Regency, Riau Islands. The natural beauty, various recreational activities, and cultural events offered at Lagoi Bay Beach are the main attractions that attract tourists. In addition, supporting facilities such as accommodation, restaurants, and other public facilities have improved the comfort and experience of visitors while in this tourist area. Adequate accessibility also plays a role in making it easier for tourists to reach the location, although there are several aspects that still need to be improved, especially in terms of public transportation and infrastructure management. However, challenges related to environmental management and better infrastructure development need to be addressed immediately to support the sustainability and increase the competitiveness of Lagoi Bay Beach as a tourist destination. Therefore, collaboration between the government, destination managers, and other related parties is very important to ensure sustainable development, maintain environmental sustainability, and improve the quality of existing facilities. Overall, a good combination of attractive attractions, adequate amenities, and good accessibility can strengthen the appeal of Lagoi Bay Beach and make it an increasingly competitive tourist destination, both domestically and internationally.

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