

PLANNING FOR THE DEVELOPMENT OF PANTAI UTARA OF KABUPATEN MANOKWARI (STUDY ON NUNI BEACH) AS A TOURISM AREA

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Abstract: The sustainability of the tourism area can be realized if there is a balance between aspects in the development area, so that the area is able to show the functionality between each aspect in the development area. The analysis methods in this study are qualitative analysis, site analysis, and SWOT analysis. The results of this study are (a) The development of the Nuni Beach tourism area is planned with a clear division of zones, namely the Public Zone, Semi-Private Zone, and Private Zone, to facilitate accessibility and comfort for visitors and managers. The total area of the planned area reaches $\pm 71,249.3$ m², including various facilities such as parking areas, management offices, accommodation, multi-purpose rooms, as well as places to eat and parks. This approach is expected to support the growth of planned and sustainable tourism in Nuni Beach, while maintaining environmental sustainability and providing a pleasant experience for tourists; and (b) The development strategy of Nuni Beach as a tourism area focuses on utilizing existing strengths and opportunities through an aggressive approach, while overcoming weaknesses and threats with comprehensive planning. Through effective promotion, infrastructure improvement, human resource training, and sustainable environmental management, it is hoped that Nuni Beach can develop into an attractive and sustainable tourist destination, attracting more tourists while preserving nature.

Keywords: Planning, Beach Development, Site, SWOT

INTRODUCTION

Indonesia is one of the tropical countries rich in natural resources. In the terrestrial ecosystem, there are many natural attractions that can be used as leading destinations. Meanwhile, in the waters, such as lakes, rivers, and seas, there are various unique and rare biodiversity. These natural attractions need to be identified and developed as natural tourism products (Soares et al., 2021).

The tourism sector in Indonesia has an important role in national development which is starting to become a priority and a prima donna. Changes to this sector can be seen in various aspects, both in increasing social and economic values and changes in the mindset of the community to protect and

preserve the environment and the heritage of the archipelago which has high cultural value. Lately, the trend of world tourism is still heading towards tourism that is back to nature (Aliansyah & Hermawan, 2019).

The development of tourism areas is an interesting phenomenon, although tourism is also a sector that is very sensitive to change that occur both internally and externally which greatly affect the number of tourist interest in visiting a country, region/province, or area. The industry directly impacts the economy, social, and culture (Salim et al., 2022).

Planning is a process of developing and coordinating the whole of what already exists now to be better in order to achieve a predetermined goal. In terms of tourism area

development planning, the development and coordination process concerns the future of a tourism destination. The planning process describes the environment that includes elements: political, physical, social, cultural, and economic, as components or elements that are interconnected and interdependent, which require various considerations (Fauzia, 2021).

In the process of planning a tourism area, the elements mentioned above are important things that must be considered to realize sustainable tourism area development and achieve the target of community welfare as the goal of development (Ashoer et al., 2019). The sustainability of tourism areas can be achieved if there is a balance between aspects in the development area, so that the area is able to demonstrate the functionality between each aspect in the development area (Rusyidi & Fedryansah, 2018). There have been various initiatives, ideas, and thoughts related to various aspects, although they have not been supported by optimal efforts in developing the northern coastal tourism area of Kabupaten Manokwari. Based on this, a strengthening program has been formulated for individuals who are bound in a group and the government as the main actor in developing the tourism area. Through this, it is hoped that the development of the tourism area can be realized which is supported by the Government, Private Sector, and Community (stakeholders).

Provinsi Papua Barat is one of the provinces in Indonesia that is included in the category of new expansion areas. Of course, development in all aspects is still in the process of arrangement, improvement, and development in each area in all districts in Provinsi Papua Barat. Provinsi Papua Barat consists of twelve districts and one city. Manokwari is one of the districts in the Provinsi Papua Barat and Kabupaten Manokwari is the capital of Provinsi Papua Barat.

Kabupaten Manokwari area from the aspect of natural potential is very supportive and has the potential to be developed as a

tourism area. This area is a future resource or a resource for the future if by paying attention to the various potentials that exist at this time that have not been optimally developed.

Tourism is one thing that is inseparable from human needs, especially to improve and advance social and economic activities of the community (Murni and Widayati, 2022). An area can become a tourist destination if it has tourism potential to be developed into an object if it has natural potential, cultural potential, and human potential supported by adequate facilities and infrastructure. As one example in Manokwari City is Mansinam Island which has a special potential, namely the potential of historical heritage "The entry of the gospel in the Land of Papua" then the potential of beautiful natural scenery, these various potentials are the main factors in the development of Mansinam Island as one of the tourist attractions in Manokwari Regency.

Looking at the direction of development at this time in the Kabupaten Manokwari Regency, it is heading towards the southern part of Kabupaten Manokwari because there is a cement factory industry that is developing, this can draw the conclusion that other industries, both light and heavy industries that will cooperate in this field will indirectly form a spatial pattern in the industrial area.

Meanwhile, the northern part of Kabupaten Manokwari is currently in the development stage. In the northern part of Kabupaten Manokwari, seen from the geographical and natural potential aspects, both of these things are very supportive because both of these things are one of the factors that can support development in the North Coast region as a tourism area.

Development efforts in the North Coast tourism area are directed at spatial planning in the northern part of Kabupaten Manokwari, the availability of supporting facilities and infrastructure in the tourism area, and in the development of the tourism area can answer various things in the sustainable use of space around the tourism

area, the development is also expected to be able to increase the economic needs of the community in the North Coast tourism area. It is also expected to become one of the tourist attractions and also a vital object for the Kabupaten Manokwari Government.

Kabupaten Manokwari, especially the North Coast area such as Nuni Beach, has promising tourism potential but has not been optimally developed. Despite having a beautiful natural landscape and supporting biodiversity, the development of Nuni Beach as a tourism area is faced with several obstacles. The main problems in the development of Nuni Beach include limited supporting infrastructure, minimal promotional efforts, and the threat of environmental damage due to unintegrated management. In addition, the lack of attention to sustainable planning in the use of space is a challenge in itself that hinders efforts to make Nuni Beach a tourist destination that develops in a structured and environmentally friendly manner.

This research has an urgency in identifying sustainable planning steps to develop Nuni Beach as a leading tourism area. With careful planning, the development of Nuni Beach is expected to provide economic benefits for the local community, expand employment opportunities, and improve welfare through the tourism industry. In addition, good planning can also prevent environmental damage, so that the natural potential of Nuni Beach can be maintained and continue to be enjoyed by future generations.

Several previous studies, such as those conducted by Muhammad Nur Mialfi Salim et al. (2022), have discussed the development of tourism areas in the context of Manokwari in general. However, studies that specifically focus on Nuni Beach are still minimal. Unlike previous studies that are more general in nature, this study will explore specific approaches in the development of the Nuni Beach area, especially related to sustainable planning involving the participation of government, private sector, and community (stakeholders). This study also uses a more

in-depth spatial analysis method and economic potential compared to previous studies, which were generally still descriptive in nature. Thus, this study seeks to make a real contribution to developing a planning model that not only optimizes tourism potential but also supports environmental sustainability and community welfare around the Nuni Beach area.

LITERATURE REVIEW

Sustainable tourism is the development of tourism that balances economic benefits with preserving the environment and social justice for local communities (Putri et al., 2021). Tourist attractions are all things that are tourist destinations. Tourist activities are generally activities that provide pleasant experiences and satisfaction. Therefore, a tourist attraction must have its own appeal for visitors, so that it can create a deep impression (Andina & Aliyah, 2021).

Tourism is a human need throughout the world. Along with the increasing welfare and economic prosperity of a nation, there is an urge for humans to travel, leaving their daily routines in search of balance, harmony, and happiness in life. This travel process creates interactions, relationships, feelings, perceptions, motivations, pressures, satisfaction, enjoyment, and various other dynamics between individuals or groups (Syaripuddin, 2020).

Basically, tourism development is a continuous process to carry out continuous matching and adjustment between the supply and demand sides of tourism available to achieve the predetermined mission (Finarti et al., 2020). Meanwhile, the development of tourism potential means efforts to further improve the resources owned by a tourist attraction by developing physical and non-physical elements of the tourism system so as to increase productivity. In this case, the productivity of a tourist attraction is meant in the form of increasing regional income obtained from incoming tourist visits (Sudini & Arthanaya, 2022). In planning a destination or attraction, community involvement is very important because the

community has rights in planning, and also because local communities know better what can and cannot be done by local conditions (Palimbunga, 2018).

In tourism development planning, there are several levels of hierarchy with different planning focuses at each level. Planning at a more general level provides a framework and guidance for planning at the lower levels of the hierarchy, and this process continues in a hierarchical manner (Persada, 2018).

Tourism area planning is an important step to ensure that tourism activities are carried out in a focused, effective, and efficient manner. This planning process serves as a guideline for organizers in designing tourism activities and facilities, so that they can provide an optimal experience for visitors while maintaining the sustainability of the local environment and culture. In addition, tourism area planning helps direct tourism activities to be the goals that have been set, such as improving the economic welfare of local communities and strengthening cultural identity. In the long term, good planning also serves as an evaluation tool, allowing organizers to assess the level of success of programs that have been running, and provide constructive feedback for future tourism improvements (Barambae et al., 2019); (Ridho et al., 2023).

SWOT analysis is a strategic planning method that plays an important role in business, because it allows management to evaluate SWOT (Strength, Weaknesses, Opportunities, Threats), and helps in making more targeted decisions for both the short and long term. This analysis is widely believed by academics, bureaucrats, and business practitioners as an effective tool in understanding the situation and condition of a company from various perspectives (Hamin & Pongoliu, 2023).

Community involvement in tourism planning at Nuni Beach is very important, because local people can provide views on activities that are appropriate and do not damage the environment. Planning for tourist areas such as Nuni Beach can be carried out in a directed and hierarchical manner. To support strategic decision

making in the development of Nuni Beach, SWOT analysis can be used as a tool to evaluate strengths, weaknesses, opportunities, and threats.

RESEARCH METHODS

This research was conducted in Kabupaten Manokwari, Distrik Manokwari Utara, Kelurahan Manokwari Utara, Kampung Nuni, which focuses more on the coastal area of Nuni Beach, Kabupaten Manokwari.

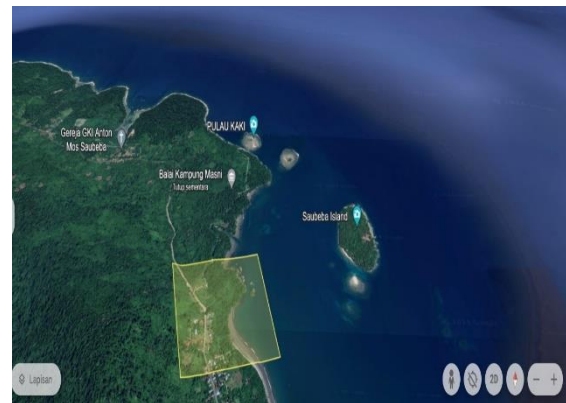


Figure 1. Research Location Map

In this study, the data obtained was then analyzed using several methods below:

1. *Qualitative Analysis Method*

This analysis method is one of the methods used in this study to analyze the data obtained by conducting analysis in the form of descriptive descriptions and processing the data or information obtained is qualitative in nature by explaining it in the form of a series of sentences, tables concerning the presentation supported by theories related to the development of tourism areas in the Nuni Beach area of Kabupaten Manokwari.

2. *Footprint Analysis*

The site location is in the Pantai Nuni area, Manokwari, chosen based on several considerations, namely easy access and achievement, the need for reforestation on the existing site, and site conditions that support view processing.

3. *SWOT Analysis Method*

In this study, the author used SWOT analysis to identify the strengths, weaknesses, opportunities, and threats in the Nuni Coastal area.

This method is used because it is a classic strategic planning instrument. Using a framework of strengths and weaknesses, opportunities, and threats, this instrument provides a simple way to estimate the best way to implement a strategy (Dahmiri, 2022).

SWOT analysis provides a basic view of the analysis of existing situational conditions so that the right strategy can be obtained in order to achieve a certain goal. This analysis describes in detail the aspects that are Strength, Weakness, Opportunity, and Threat (Dahmiri, 2022).

RESULTS AND DISCUSSION

1. Condition of Infrastructure and Supporting Facilities in the North Coast Area of Manokwari Utara District, Kabupaten Manokwari.

Some of the existing infrastructure, which researchers use as supporting infrastructure to the planning location in the North Manokwari District area, such as roads, bridges, electricity, and telecommunications networks.

a) Road

The following is a connecting road from the city center to the planned tourist area location. The image above is a primary collector road, the distance from the city center to the planning location is approximately 21.97 km. The condition of the facilities and infrastructure on this route greatly determines the smooth accessibility of tourists, which also directly affects the attractiveness and comfort of traveling to Nuni Beach.



Figure 2. Connecting road from the city center to the planned location of the tourist area.

b) Bridge

An important piece of infrastructure that facilitates access to the planned area, including Nuni Beach, which is situated in Kabupaten Manokwari's North Coast region, is the connecting bridge, which is situated in Mubri Village, North Manokwari District. Because it facilitates simple travel for both locals and visitors, the bridge's existence is crucial to the development strategy for the Nuni Beach area as a tourism attraction. Additionally, by enhancing communication between hubs of tourism and economic activity, this bridge may promote local economic development and increase the North Coast region's allure as a top travel destination in Kabupaten Manokwari.



Figure 3. Mubri Bridge

c) Water Facilities

The water reservoir located around Jalan Yoom, North Manokwari District, Kabupaten Manokwari, is one of the important infrastructures in the clean water supply system to support community needs and regional development. In the context of the North Coast Development Planning, especially Nuni Beach as a tourism area, the existence of the water reservoir can be optimized to provide the water needs of tourists, tourism support facilities, and the surrounding community. The provision of adequate clean water will be one of the main supporting factors in the development of sustainable tourism areas, while improving the quality of service for visitors and the welfare of the community in the area.



Figure 4. The Water Network

d) Electricity Network

The electricity network along the road to Breml Village, North Manokwari District, Kabupaten Manokwari, is crucial for enhancing energy accessibility to the planned site, including Nuni Beach, which is being developed as a tourism destination in the North Coast area. A dependable and uniformly distributed power infrastructure is essential for the growth of tourism regions, as it underpins the functioning of tourism amenities such as lodging, dining establishments, illumination, and various activities. The presence of this electricity network enhances the area's appeal to tourists, stimulates local economic development, and improves the quality of life for the surrounding community, thereby

reinforcing Nuni Beach's status as a premier tourist destination in Kabupaten Manokwari.



Figure 5. The Electricity Network

e) Health Facilities

The Community Health Center (Puskesmas Nuni) located in North Manokwari District, Kabupaten Manokwari, is a strategic health facility that can support the development of the North Coast area, especially Pantai Nuni as a tourism destination. The existence of this Health Center is very important to ensure health services for local communities, workers in the tourism sector, and tourists visiting the area. The support of adequate health services, the development of Pantai Nuni as a tourist area can run sustainably, creating a sense of security for tourists, and strengthening the appeal of the area as a destination that is not only beautiful but also provides a guarantee of comfort and health security.



Figure 6. The Health Facilities

2. Regional Development Concept

a) Footprint Concept

Division of Zones in the area planned to be developed as a Tourism Area is

divided into 3 Zones, namely the Public Zone, Private Zone, and Semi-Private Zone.

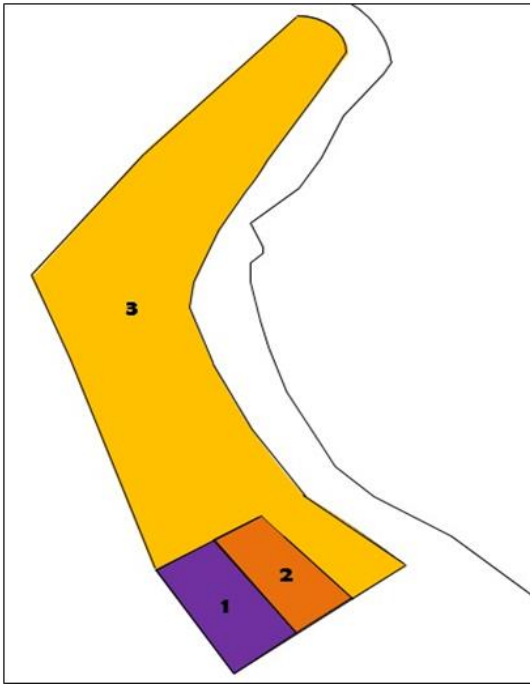


Figure 7. Sketch of the division of tourist area zones

Public zones are accessible to all individuals, and there are structures such as parking grounds. Tourists and tourism managers can access public zones by utilizing public transportation or private vehicles, including both 2-wheeled and 4-wheeled vehicles. This provides a sense of comfort and initial appeal upon entering the tourist area. Buildings that are accessible to tourist visitors and tourist administrators are included in the semi-private zone. It can offer visitors an interactive environment that is both readily accessible and conducive to a more tranquil natural environment, thereby facilitating a memorable tourist experience. The private zone is a specialty building zone, similar to an office, that is exclusively accessible to the managers of the tourism area, as well as the staff and workers, to guarantee the smooth operation of the area without any disruptions, while maintaining a high level of professionalism in management.

This zoning division supports the sustainability of tourism by maintaining spatial order, minimizing land use conflicts, and ensuring comfort and safety for both tourists and managers.

b) Nuni Beach Tourism Area Planning Area

The following figure is the condition of the Nuni Coastal Area. The planning area is precisely in the coastal area of Nuni Beach, with a total area of the tourism area planning area of approximately $\pm 71,249.3 \text{ m}^2$.

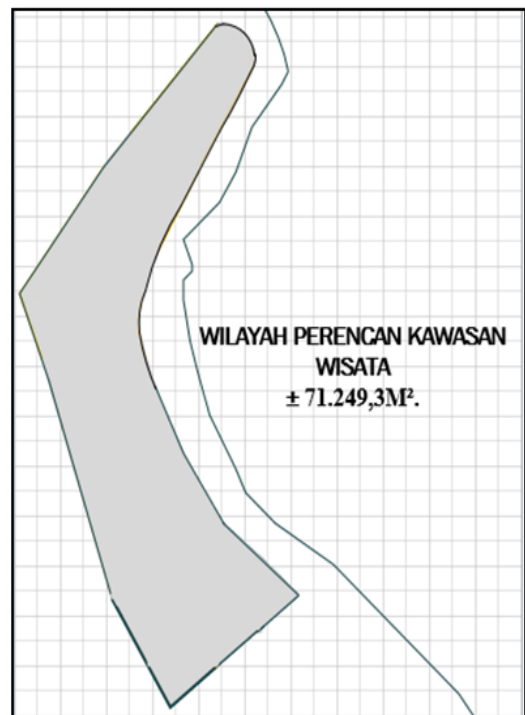


Figure 8. Sketch of the planning area for the Nuni Beach Tourism area.

The following is a planning footprint for the Nuni Beach Tourism area, including: (1) Parking area with an area of 5000 m^2 ; (2) The tourist area management office is 5000 m^2 ; (3) Accommodation facilities area (cottage) and relaxation area (gazebo) with an area of $25,889.65 \text{ m}^2$; (4) Multipurpose room area is 20000 m^2 ; (5) Shops, cafes, and restaurants. with an area of $10,000 \text{ m}^2$; (6) The park for relaxation and a clean water facility area with an area of $30,627.65 \text{ m}^2$.

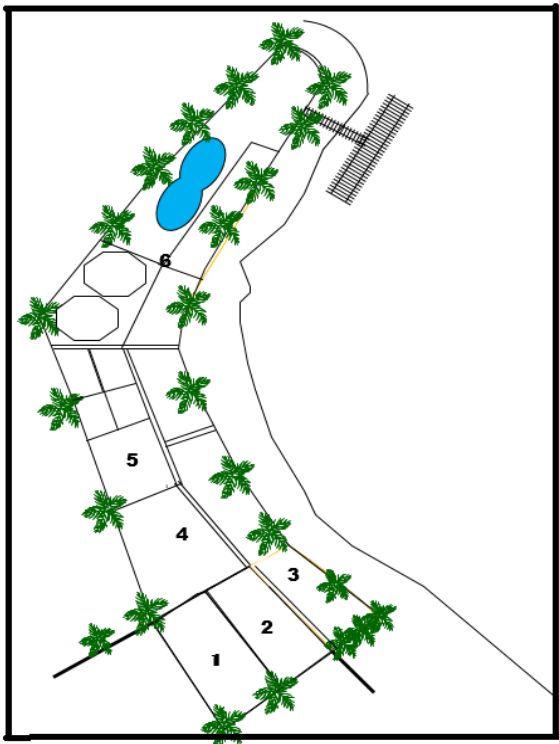


Figure 9. Sketch of Site Planning Area at Nuni Beach Tourism Area

c) Nuni Beach Planning Strategy

The strategy used is using the analysis of Strength Factors, Weaknesses,

Opportunities, and Threats. In the Nuni coastal area with the SWOT matrix, the researcher implemented several strategies including SO Strategy, WO strategy, ST strategy, WT Strategy (Safitri et al., 2021).

After identifying the opportunity factors and strength factors in the coastal area of Nuni Beach, researchers saw more opportunity factors and strength factors that could be beneficial if this research could take advantage of the existing opportunities (Ali, 2021).

The strategy applied in this condition is a strategy that supports aggressive growth policies. According to researchers, some of these strategies can occur due to the large number of strengths and opportunities. These conditions make it possible to develop this area as a tourism area (Murni et al., 2024). The development of the Nuni coastal area as a coastal tourism object is a strategic issue because according to researchers, the management of natural resources in this area, especially in the Nuni coastal area, is not yet optimal.

Table 1. SWOT Analysis of Nuni Beach Development

Internal External	Strength (S) a. Nuni Beach has stunning natural views, with white sand and clear sea water. b. There is potential to develop tourism based on unique local culture. c. The location is relatively easy to access from the city center of Manokwari Selatan d. There is attention from local governments in developing the tourism sector	Weakness (W) a. Facilities such as roads, parking, and sanitation are still inadequate. b. The lack of promotion and marketing of this tourist area means that it is less well known by tourists. c. Limited training and expertise in tourism management d. Tourism activities can be affected by bad weather during the rainy season.
	Opportunity (O) a. Increasing interest of domestic and international tourists to visit natural tourist attractions b. Potential for cooperation with investors for the development of accommodation and tourism facilities c. The existence of a government program for sustainable tourism development d. Potential to develop environmentally friendly ecotourism activities	S/O Strategy a. Taking advantage of the natural beauty and local culture for more aggressive promotion through social media and collaboration with travel agents. b. Creating tour packages that highlight natural and cultural beauty while preserving the environment

Threat (T)	S/T Strategy	W/T Strategy
a. There are many other more famous tourist destinations nearby. b. Potential ecosystem damage due to unsustainable development c. Unstable economic conditions can affect tourists' purchasing power. d. The impact of climate change that can affect coastal conditions	a. Offering a variety of tourism activities to attract more visitors and reduce dependence on one type of tourism. b. To develop environmental management programs to preserve nature and attract environmentally conscious tourists.	a. To develop a comprehensive and sustainable tourism development plan to address infrastructure limitations b. Conduct strict monitoring of the environmental impacts of tourism development and adjust plans based on these evaluations.

The planning strategy for Nuni Beach, Manokwari Regency is as follows:

1) S/O Strategy

- a. *Taking advantage of the natural beauty and local culture for more aggressive promotion through social media and collaboration with travel agents.*

Utilizing the natural beauty and local culture as the main attraction for promotion through social media and collaboration with travel agents can be an effective strategy in supporting the North Coast Development Planning of Kabupaten Manokwari, especially in Nuni Beach, as a leading tourism area. This more aggressive promotion can increase tourist awareness of the unique potential of Nuni Beach, such as stunning coastal panoramas, authentic local culture, and community-based tourism activities. The tourism management can be more focused, while encouraging local economic growth through the involvement of local communities as the main actors in the tourism sector. This strategy is suitable with the objectives of regional planning that is oriented towards sustainability and community welfare.

- b. *Creating tour packages that highlight natural and cultural beauty while preserving the environment.*

The creation of tourism packages that highlight the beauty of nature and culture while preserving the environment is very relevant in the North Coast Development Planning of Kabupaten Manokwari, especially in Nuni Beach, as a tourism area. This tourism package can be designed to

include experiences such as enjoying the natural beauty of the beach, visiting local cultural sites, and participating in traditional community activities. This approach not only provides added value for tourists but also ensures that tourism activities do not damage the coastal ecosystem. By implementing ecotourism principles and involving local communities in management, the development of this area can provide economic benefits while preserving the natural and cultural wealth that is the main asset of the region.

2) W/O Strategy

- a. *To build and improve the infrastructure with government and investor support to support tourism growth.*

The development and improvement of infrastructure with the support of the government and investors is a strategic step in supporting the North Coast Development Planning of Kabupaten Manokwari, especially Nuni Beach, as a tourism area. Infrastructure such as access roads, transportation facilities, accommodation, and adequate public utilities will make it easier for tourists to reach the location and increase their comfort during their visit. By the involvement of the government in planning and regulation, as well as investor support in financing and management, this development can run faster and more focused. The synergy between various parties not only strengthens the tourist attraction of Nuni Beach, but also encourages sustainable local economic growth through increased tourism activities.

- b. *Conducting the training and workshops for local communities to prepare them to manage tourism professionally.*

Training and workshops for local communities are important steps in supporting the North Coast Development Planning of Kabupaten Manokwari, especially in Nuni Beach, as a tourism area. This program aims to improve the capacity of the community in managing tourism professionally, such as in tourist services, business management, and cultural and environmental preservation. By adequate skills, local communities can play an active role as key players in the tourism industry, which not only improves the quality of service but also ensures that economic benefits are felt directly by them. This approach encourages the sustainability of regional development while strengthening local identity as the main attraction of Nuni Beach.

3) S/T Strategy

- a. *Offering a variety of tourism activities to attract more visitors and reduce dependence on one type of tourism.*

Offering various types of tourism activities is an important strategy in the North Coast Development Planning of Kabupaten Manokwari, especially in Nuni Beach, as a tourism area. Diversification of activities, such as snorkeling, mangrove forest tracking, traditional fishing, and cultural workshops such as local dance and crafts, can attract the interest of various segments of tourists. This approach not only expands the appeal of the area but also reduces the risk of dependence on one type of tourism, such as beach tourism alone. By offering a variety of experiences, Nuni Beach can be more competitive in the tourism market and provide a more equitable economic impact for local communities. This also supports the sustainability of the area by encouraging more integrated and adaptive management to the dynamics of the tourism market.

- b. *Developing the environmental management programs to preserve nature and attract environmentally conscious tourists.*

The establishment of an environmental management program is an essential component of the North Coast Development Planning of Kabupaten Manokwari, particularly in Nuni Beach, which is designated as a tourism destination. Activities such as ecological awareness campaigns, environmentally responsible waste management, mangrove ecosystem preservation, and regular beach cleaning are included in this program. These initiatives not only preserve the sustainability of nature as the primary asset of the region, but they also attract travelers who are concerned with environmental issues and seek destinations that are dedicated to sustainability. Nuni Beach can enhance its reputation as a responsible ecotourism destination and promote sustainable tourism development by engaging local communities and tourists in this initiative.

4) W/T Strategy

- a. *To develop a comprehensive and sustainable tourism development plan to address infrastructure limitations*

Developing a comprehensive and sustainable tourism development plan is key to addressing the infrastructure limitations of Nuni Beach as part of the North Coast Development Planning of Kabupaten Manokwari. This plan needs to include an analysis of basic infrastructure needs such as accessibility, accommodation, and public facilities, designed in harmony with local natural and cultural potential. By a sustainable approach, the infrastructure development must consider environmental impacts, ensure local community involvement, and integrate various related sectors to support the area holistically. This strategy will provide a strong foundation for more targeted tourism

growth, increase the competitiveness of Nuni Beach as a tourist destination, and create long-term benefits for the local economy and environmental conservation.

- b. *Conduct strict monitoring of the environmental impacts of tourism development and adjust plans based on these evaluations.*

Conducting strict monitoring of the environmental impacts of tourism development is an important step in the North Coast Development Planning of Kabupaten Manokwari, especially in Nuni Beach, as a tourism area. By monitoring the impacts of tourism activities on the coastal ecosystem, such as damage to mangrove habitats, water pollution, or coastal erosion, the government and related parties can ensure that the development of the area continues to run sustainably. Periodic evaluation of this monitoring allows for adjustments to the development plan to minimize negative impacts, for example through the implementation of environmentally friendly technology or regulation of tourism activities. This approach not only maintains the natural appeal of Nuni Beach as a tourist destination, but also reflects a commitment to environmental responsibility and long-term sustainability.

CONCLUSION

The conclusion of this study is (a) The development of the Nuni Beach tourism area is planned with a clear division of zones, namely the Public Zone, Semi-Private Zone, and Private Zone, to facilitate accessibility and comfort for visitors and managers. The total area of the planned area reaches \pm 71,249.3 m², including various facilities such as parking areas, management offices, accommodation, multi-purpose rooms, as well as dining and parks. This approach is expected to support planned and sustainable tourism growth in Nuni Beach, while preserving the environment and providing a

pleasant experience for tourists; and (b) The development strategy of Nuni Beach as a tourism area focuses on utilizing existing strengths and opportunities through an aggressive approach, while overcoming weaknesses and threats with comprehensive planning. Through effective promotion, infrastructure improvement, HR training, and sustainable environmental management, it is hoped that Nuni Beach can develop into an attractive and sustainable tourist destination, attracting more tourists while preserving nature.

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