

STRATEGI PENGEMBANGAN OBJEK WISATA PANTAI TANJUNG KELAYANG MELALUI PENDEKATAN *TRAVEL COST*

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INTISARI

Pantai Tanjung Kelayang merupakan objek wisata unggulan dan vital di Pulau Belitung dengan tiga gelar sekaligus, yaitu Kawasan Ekonomi Khusus. Kawasan Strategis Pariwisata Nasional, dan UNESCO Global Geopark. Namun, dalam enam tahun terakhir, jumlah kunjungan wisatawan ke objek wisata ini mengalami tren penurunan. Penelitian ini bertujuan untuk: (1) Mengidentifikasi faktor-faktor yang mempengaruhi frekuensi kunjungan, (2) Mengestimasi nilai ekonomi, (3) Mengkaji strategi pengembangan objek wisata Pantai Tanjung Kelayang.

Penelitian ini dilakukan menggunakan metode biaya perjalanan (*travel cost method*) dengan variabel dependen berupa frekuensi kunjungan, sedangkan variabel independen berupa jarak total biaya perjalanan, tempuh, pendapatan, pendidikan, durasi berwisata, usia, *dummy* fasilitas, dan *dummy* kualitas lingkungan. Nilai ekonomi diestimasi menggunakan surplus konsumen, sedangkan strategi pengembangan Pantai Tanjung Kelayang dirumuskan melalui analisis SWOT berdasarkan hasil *travel cost method*, *in-depth interview* pihak terkait, dan observasi lapangan.

Faktor yang berpengaruh terhadap frekuensi kunjungan objek wisata Pantai Tanjung Kelayang adalah total biaya perjalanan, jarak tempuh, pendidikan, durasi berwisata, dan *dummy* fasilitas, sedangkan pendapatan, usia, dan *dummy* kualitas lingkungan tidak mempengaruhi frekuensi kunjungan objek wisata Pantai Tanjung Kelayang. Nilai ekonomi objek wisata Pantai Tanjung Kelayang berdasarkan metode biaya perjalanan (*travel cost method*) adalah sebesar Rp78.761.167.361,52 pertahun. Strategi pengembangan objek wisata Pantai Tanjung Kelayang terdiri atas empat kategori, yaitu strategi S-O, strategi W-O, strategi S-T, dan strategi W-T. Strategi S-O dilakukan dengan mengembangkan paket wisata tematik, menetapkan event rutin, merancang dan mempromosikan kalender event, peningkatan pemberdayaan pelaku usaha, pengembangan produk lokal, serta perluasan kerjasama dengan akademisi. Strategi W-O dilakukan dengan pengadaan transportasi umum ke lokasi wisata, peningkatan kuantitas dan kualitas fasilitas wisata, pemberlakuan regulasi dan inovasi pengelolaan sampah, menggencarkan promosi dan kerja sama, serta peningkatan pendampingan pokdarwis. Strategi S-T dilakukan dengan optimalisasi brand image, pengadaan alternatif aktivitas wisata, serta kolaborasi dengan kementerian dan maskapai penerbangan. Strategi W-T dilakukan dengan merumuskan payung hukum pengelolaan wisata, mendorong partisipasi aktif masyarakat, kolaborasi dengan agen perjalanan, serta monitoring dan evaluasi program secara rutin.

Kata kunci : Belitung, Pantai Tanjung Kelayang, Nilai Ekonomi, Strategi, *Travel Cost Method*

*DEVELOPMENT STRATEGY OF TANJUNG KELAYANG BEACH TOURISM
OBJECT THROUGH THE TRAVEL COST APPROACH*

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ABSTRACT

Tanjung Kelayang Beach is a flagship and vital tourist destination in Belitung Island. Holding three prestigious titles: Special Economic Zones, National Tourism Strategic Area, and UNESCO Global Geopark. However, over the past six years, the number of tourist visits to this destination has shown a declining trend. This study aims to: (1) Identify the factors influencing the frequency of visits, (2) Estimate the economic value, and (3) Formulate development strategies for Tanjung Kelayang Beach.

The research employs the Travel Cost Method (TCM), where the dependent variable is the frequency of visits, and the independent variables include total travel cost, travel distance, income, education, duration of visit, age, facility dummy, and environmental quality dummy. The economic value is estimated using the consumer surplus approach, while development strategies are formulated through SWOT analysis, supported by travel cost results, in-depth interviews with stakeholders, and field observations.

The findings reveal that total travel cost, travel distance, education level, duration of visit, and facility dummy significantly influence the frequency of visits. Conversely, income, age, and environmental quality dummy do not have a significant impact. The estimated economic value of Tanjung Kelayang Beach based on the Travel Cost Method is IDR 78,761,167,361.52 per year. The proposed development strategies consist of four categories: S-O, W-O, S-T, and W-T strategies. The S-O strategy involves developing thematic tour packages, establishing regular events, promoting an annual event calendar, empowering local businesses, developing local products, and expanding academic partnerships. The W-O strategy includes improving public transportation access, enhancing the quantity and quality of tourist facilities, implementing waste management regulations and innovations, intensifying promotion and collaborations, and strengthening community tourism groups (Pokdarwis). The S-T strategy focuses on optimizing brand image, providing alternative tourism activities, and collaborating with ministries and airlines. The W-T strategy emphasizes establishing legal frameworks for tourism management, encouraging active community participation, partnering with travel agencies, and conducting regular monitoring and evaluation.

Keyword : Belitung, Economic Value, Strategy, Tanjung Kelayang Beach, Travel Cost Method