

INTISARI

Pantai Nemberala merupakan destinasi wisata bahari di Kabupaten Rote Ndao yang memiliki potensi besar untuk dikembangkan sebagai destinasi wisata selancar unggulan. Potensi tersebut didukung oleh karakteristik ombak yang stabil dan konsisten, keindahan alam pesisir yang masih alami, serta keterlibatan masyarakat lokal dalam menyediakan berbagai layanan pariwisata. Namun, potensi tersebut belum dimanfaatkan secara optimal melalui produk wisata yang terintegrasi dan siap dipasarkan. Penelitian ini bertujuan merancang paket wisata selancar berbasis A-MAP (*Activity, Motivation, Authenticity, and Place*) sebagai upaya pengembangan *sport tourism* yang berkelanjutan. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan studi pustaka, sedangkan analisis dilakukan menggunakan pendekatan A-MAP untuk mengidentifikasi komponen pengalaman wisata dan komponen penyusun paket wisata. Hasil penelitian menunjukkan bahwa Pantai Nemberala memiliki potensi yang kuat dari aspek aktivitas, motivasi, keaslian, dan karakteristik destinasi, sehingga dirancang dua paket wisata, yaitu *One Day Tour* dan paket 4 Hari 3 Malam (*4D3N*), lengkap dengan *itinerary* dan *quotation*. Paket wisata ini diharapkan menjadi alternatif produk wisata yang terstruktur, aplikatif, dan sesuai dengan kebutuhan wisatawan. Selain meningkatkan daya saing destinasi, pengembangan paket wisata selancar juga berpotensi memberikan dampak ekonomi bagi masyarakat lokal melalui peningkatan pendapatan dari usaha *homestay*, restoran, transportasi, penyewaan papan selancar, jasa pemandu, dan penjualan produk lokal, sehingga dapat mendorong pertumbuhan ekonomi lokal sekaligus mendukung pariwisata berkelanjutan di Pantai Nemberala.

Kata kunci: paket wisata, wisata selancar, A-MAP, *sport tourism*, Pantai Nemberala, wisata Bahari, ekonomi lokal

ABSTRACT

Nemberala Beach is a marine tourism destination in Rote Ndao Regency with significant potential to be developed as a leading surfing destination. This potential is supported by stable and consistent waves, unspoiled coastal scenery, and the active involvement of local communities in providing various tourism services. However, this potential has not been optimally utilized through integrated and market-ready tourism products. This study aims to design surfing tour packages based on the A-MAP framework (Activity, Motivation, Authenticity, and Place) as an effort to support sustainable sport tourism development. The study employed a descriptive qualitative method, with data collected through observation, interviews, documentation, and literature review. Data were analyzed using the A-MAP approach to identify both tourism experience components and tour package elements. The results indicate that Nemberala Beach possesses strong potential in terms of activities, tourist motivations, authenticity, and destination characteristics. Based on these findings, two surfing tour packages were developed: a One Day Tour and a 4 Days 3 Nights (4D3N) package, complete with detailed itineraries and quotations. These packages are expected to serve as structured and practical tourism products that align with tourist needs. In addition to enhancing destination competitiveness, the development of surfing tour packages is expected to generate economic benefits for local communities by increasing income from homestays, restaurants, transportation services, surfboard rentals, tour guiding services, and local product sales. Consequently, this initiative has the potential to stimulate local economic growth while supporting sustainable tourism development at Nemberala Beach.

Keywords: *tour package, surfing tourism, A-MAP, sport tourism, Nemberala Beach, marine tourism, local economy*