



Identification of Potential Tourist Attractions of Pasetran Gondo Mayit Beach in Tambakrejo Village, Wonotirto District, Blitar Regency, Indonesia

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Abstract

Tourism is one aspect that significantly contributes to economic growth. This research aims to identify the potential attractions of Pasetran Gondo Mayit Beach using a quantitative approach and a cross-sectional survey design. Primary data collected include the 4A elements: attraction, accessibility, amenities, and ancillary services. Meanwhile, secondary data encompass the number of tourist visits obtained from the Tourism and Culture Office of Blitar Regency and books, theses, journals, and images related to the research. The data collection technique employed is observation, which is analyzed using quantitative descriptive methods. The identification results indicate several variations of attractions that Pasetran Gondo Mayit Beach offers, such as natural, cultural, artificial, and activity-based attractions. Accessibility to Pasetran Gondo Mayit Beach is considered sufficient. Some amenities are available in the area, such as food courts and accommodations. However, additional services, such as the availability of information boards and tour guide services, still need attention. The hope is that these identification results will provide a deeper insight into the potential attractions of Pasetran Gondo Mayit Beach, serving as a strategic guide for destination managers to increase tourist visits.

Keywords: potential attraction; Pasetran Gondo Mayit Beach.

Introduction

Tourism is part of an industry sector that is developing widely around the world, including in Indonesia. The existence of such abundant natural resources, diverse cultures and customs in Indonesia can be the main capital in supporting tourism activities (Maulana & Koesfardani, 2020). The tourism sector in Indonesia also plays an important role in the economic sector, especially in terms of contribution to national development activities (Fauzi et al., 2021). This is because the tourism sector has a great influence and benefits on economic growth in Indonesia, including being able to generate the country's foreign exchange and expand employment (Mudrikah, 2014).

Based on data from the 2021 Ministry of Tourism and Creative Economy's Coordination Meeting, throughout 2021 foreign exchange receipts from the tourism sector in Indonesia reached 0.36 billion US dollars. This achievement is much lower when compared to 2019 before the COVID-19

pandemic which reached 16.93 billion US dollars. Then the number of labor absorption from the tourism sector in 2020 totaled 13.9 million workers, and increased in 2021 which reached 14.3 million workers (Bakri et al., 2022).

To support the role of tourism in national development, it can be done by utilizing existing resources as tourist destinations. Each region is certainly endowed with different resources. Blitar Regency is one of the regions in East Java Province that has a variety of tourist destinations. The availability of a variety of tourist destinations, both in the form of natural, artificial, and cultural, can attract tourists to visit existing tourist destinations. Based on data on visitors to tourism destinations in Blitar Regency in 2020, there were 80 tourists from abroad and 1,532,662 tourists from the archipelago (Central Bureau of Statistics Blitar Regency, 2021). In 2021, foreign tourists dropped to 3 people, and Indonesian tourists increased to 1,566,506 people (Central Bureau of Statistics Blitar Regency, 2022). Meanwhile, in 2022, foreign tourists increased to 140 people, and Indonesian tourists increased to 2,568,460 people (Central Bureau of Statistics Blitar Regency, 2023). This fluctuation pattern can be interpreted as a direct impact of the changing global situation, especially related to the COVID-19 pandemic and the travel policies implemented at that time. The significant decline in 2021 is likely to be influenced by travel restrictions and pandemic-related uncertainties, while the recovery in 2022 reflects adaptation to new conditions. However, this fluctuation pattern does not directly reflect interest in certain destinations in Blitar Regency.

One of the tourist destinations that may remain in demand amid the decline in visits is Pasetran Gondo Mayit Beach. Pasetran Gondo Mayit Beach is located in Krajan Hamlet, Tambakrejo Village, Wonotirto District, Blitar Regency. Pasetran Gondo Mayit Beach is about 35 km from the center of Blitar City with a travel time of approximately 60 minutes. Its location on the south coast of East Java makes this beach endowed with quite large waves. This is due to the characteristics and topography of the southern coast of East Java tends to have a steep water bottom accompanied by large waves, as well as directly bordering the Indian Ocean (Mahatmawati et al., 2009). This beach is a sloping white sandy beach area without corals. Its beautiful natural condition makes this beach look very charming. In addition to enjoying the natural beauty, several other activities can also be done on this beach such as playing in the sand, culinary by the beach, taking pictures and camping. To support the activities carried out by tourists, this beach is also equipped with several facilities such as toilets, large parking areas, places of worship, and food stalls (Herlina, 2022).

Although the natural beauty offered is very fascinating, Pasetran Gondo Mayit Beach is not the main destination in Tambakrejo Village for tourists. Because Pasetran Gondo Mayit Beach is still not well known when compared to other beaches that are still in one tourist area. The beach in question is Tambakrejo Beach, the two of which are only separated by a hill. Although it has not yet become the main destination in Tambakrejo Village, based on data reported from the official website of disparbudpora.blitarkab.go.id beach, it has been included in the Top 10 Tourist Destinations in 2021 with the highest number of visits in Blitar Regency. Data on the number of tourist visits to Pasetran Gondo Mayit Beach from 2018 to 2022 can be seen in Table 1.

Table 1. Number of Tourist Visits to Pasetran Gondo Mayit Beach in 2018-2022

Year	Number of Tourist Visits	Target Visit
2018	14.972	20.000
2019	13.572	20.000
2020	1.520	COVID-19 Pandemic
2021	12.700	COVID-19 Pandemic
2022	32.100	50.000

Source: Culture and Tourism Office of Blitar City (2023)

Based on Table 1, the number of tourist visits to Pasetran Gondo Mayit Beach has varied quite significantly. In 2018-2020, there was a decrease in tourist visits, which was mostly caused by the impact of the COVID-19 pandemic. Then in 2021-2022 there was an increase in the number of tourist visits, reflecting efforts to recover the tourism sector after a difficult period due to the pandemic. Although the number of visits in 2022 is still far from the target set at 50,000, this significant increase creates optimism for the recovery of the tourism sector in the coming period.

The success of the recovery and growth of the tourism sector will largely depend on tourism potential. Because tourism potential is the core element and forerunner of the development of tourism in an area, because tourism activities will not exist if they are not accompanied by tourism potential (Sari & Yanita, 2022). Tourism potential itself can be interpreted as everything in an area that can be developed into a tourist attraction (Damardjati, 2001).

The existence of attraction to a tourist attraction is the cause of someone taking a tourist trip that is or will be visited (Dewi et al., 2017). Tourist attraction is defined as an element contained in a destination and plays an important role in motivating tourists to visit (Astuti & Noor, 2016). Tourist attractions are unique, beautiful, original, and have motivational value for tourists to visit (Wiradiputra & Brahmanto, 2016). In the context of tourism, attraction is grouped into natural attraction, cultural attraction, and artificial attraction (Arjana, 2016). There are several factors that form the attraction in a tourist attraction that can attract tourists, including tourist attractions, transportation, accommodation, supporting facilities, and infrastructure (Mulyo & Khadijanto, 2005).

The tourist attraction of a tourist attraction must also be supported by the existence of four main components in tourism or usually known as the term "4A". The components are: 1) attractions such as natural beauty, 2) accessibility such as roads and transportation, 3) amenities such as food courts and accommodation, and 4) additional services such as tour guides (Cooper et al., 1993).

The existence of potential attractions in a tourist area is unfortunate if it is not developed optimally. The existence of tourism development efforts itself aims to improve the quality and value of these tourist attractions (Barreto & Giantari, 2016). Tourism development is an action that aims to develop tourist attractions so that it becomes better in the future (Ferdinandus & Suryasih, 2014).

Several studies show that potential identification activities have significant benefits in the development of tourist destinations. Previous research explained that the identification of potential tourist attractions can provide recommendations for a more optimal development direction for the local government (Kusuma, 2020). Research on the potential of tourist

attractions can also provide an overview of development efforts with various obstacles that may be faced (Andayani, 2021). In addition, research on the potential of tourist attractions can also provide an overview of tourism potential based on the characteristics possessed by a tourist object (Wiwin, 2022). The main difference between this research and the previous studies lies in the focus on identifying the 4A component (attractions, accessibility, amenities, additional services).

The purpose of this research is to identify the potential tourist attractions at Pasetran Gondo Mayit Beach. The results of the identification obtained are expected to provide a more in-depth view of the potential attraction owned by Pasetran Gondo Mayit Beach. The information generated from this identification is also expected to be a strategic guide for destination managers to increase the number of tourist visits to Pasetran Gondo Mayit Beach.

Methods

This research applies a quantitative approach with a survey design cross-sectional. The survey was conducted to identify potential tourist attractions in the Pasetran Gondo Mayit Beach area, Krajan Hamlet, Tambakrejo Village, Wonotirto District, Blitar Regency, East Java Province. The primary data collected includes 4A, namely attractions, accessibility, amenities, and additional services (Cooper et al., 1993). As for the secondary data, it includes data on the number of tourist visits to Pasetran Gondo Mayit Beach obtained from the Blitar Regency Tourism and Culture Office, books, theses, journals, and images related to this research.

The design of this survey has proven to be effective in the context of basic research, allowing researchers to conduct a thorough inventory of the potential tourist attractions in the coastal area. The 4A data collection technique through field observation was carried out on November 20 – December 20, 2023. This research uses an instrument in the form of an observation sheet. Any data collected is then inventoried in a worktable, providing a clear structure for documentation and categorization.

Therefore, the analysis used is quantitative descriptive to present the findings of field data. The results of the analysis are expected to provide in-depth insights related to the potential of tourist attractions, so that later it can be the basis for formulating recommendations for tourism development strategies at Pasetran Gondo Mayit Beach. To ensure the validity of the data, the verification process is carried out by examining the documentation and comparing the observation results and the secondary data that has been collected.

Results and Discussion

Physiology of Pasetran Gondo Mayit Beach

Pasetran Gondo Mayit Beach is located in Krajan Hamlet, Tambakrejo Village, Wonotirto District, Blitar Regency, East Java Province. The topography of this beach is dominated by flat contours with varying heights. The coast stretches for 10 kilometers. Pasetran Gondo Mayit Beach has the characteristics of white sand with a sloping foundation, as well as soft and clean sand. The sea water around this beach is clear with a turquoise color. The climate around the coast is influenced by a tropical climate with a dry season and a rainy season. Since 2016, Pasetran Gondo Mayit Beach has become known as one of the tourist destinations in Blitar Regency. The Pasetran Gondo Mayit Beach tour is managed by Perum Perhutani KPH Blitar with BumDes Arto Mulyo. Tourism

management includes aspects such as cleanliness, safety, and tourist comfort. Based on actual conditions, the highest tourist visits occur on holidays, including Saturdays and Sundays, national holidays, and during long holidays such as school holidays or public holidays. Meanwhile, on normal days, there is no density of tourists at the tourist attraction of Pasetran Gondo Mayit Beach. To increase tourist visits on weekdays, it can be organized *Event* in a certain period of time to create a more interesting tourist experience (Astuti & Noor, 2016). The beach is also equipped with various tourism components, which are designed to meet the needs of tourists and create comfort during their visit. These components include attractions, accessibility, amenities, and additional services (Cooper et al., 1993).




Attraction of Pasetran Gondo Mayit Beach




Attractions are a unique feature that attracts tourists to visit a tourist attraction. This uniqueness is also an important factor in determining the attraction and motivation of tourists to explore certain tourist destinations (Wiradiputra & Brahmanto, 2016). This statement is also in line with the idea that there is a special attraction in a tourist attraction that encourages a person to travel (Dewi et al., 2017). In the context of tourism, attraction is grouped into natural attraction, cultural attraction, and artificial attraction (Arjana, 2016).

Natural Attractions

Natural attractions are tourist attractions that come from the beauty and uniqueness of nature in a destination. Natural attractions often highlight elements of natural scenery and can provide a stunning experience for tourists. More detailed information about the natural attractions of Pasetran Gondo Mayit Beach is presented in Table 2.

Table 2. Natural Attractions of Pasetran Gondo Mayit Beach

No.	Types of Natural Attractions	Condition	Picture
1	Panorama	The combination of beautiful nature collaborating with the beach view makes Pasetran Gondo Mayit Beach look very charming.	
2	Uniqueness	The stretch of sand on Pasetran Gondo Mayit beach looks white like pearls, and the texture of the sand is soft and smooth. The sand on this beach is also quite clean because it has not been contaminated with garbage and other impurities. As for the sea water on this beach, it looks clear and greenish blue. When the sea water is receding, various coastal organisms will appear on the surface.	 

No.	Types of Natural Attractions	Condition	Picture
3	Sunset Beach	At dusk, tourists at Pasetran Gondo Mayit Beach can enjoy the view of the sun that begins to set and emits a yellowish-red hue.	
4	Water Activities	The sea water at Pasetran Gondo Mayit Beach is safe for swimming or just playing in it. Because on the beach there are no large, sharp, and dangerous corals. But it also needs to be noted that sometimes there are sea urchins that can hurt at any time. If you want to swim or just play in the water, it should be on the beach and not too far in the middle.	Not available
5	Wave	The waves at Pasetran Gondo Mayit Beach are quite heavy and sometimes difficult to predict, so tourists must be vigilant and careful. Because if not, the waves that are large enough can crash and then drag tourists into the middle of the sea. For professional surfers, you may be able to try the fierce waves of this beach.	Not available
6	Marine Fauna	Marine fauna at Pasetran Gondo Mayit Beach such as lisong cod, sulfur fish, benggol kite fish, large tuna, skipjack fish, jingkelong fish (cucut shark), salmon fish, and so on.	Not available
7	Hill	A 25-meter-high hill separates Pasetran Gondo Mayit Beach with Tambakrejo Beach which is slightly steep. On the hill there is a small hut complete with benches and wooden tables. Tourists can enjoy the view of the Indonesian sea that spreads widely in front of the eyes from the top of the hill.	
8	Coastal Vegetation	On the coast of Pasetran Gondo Mayit Beach there are rows of shrimp cypress trees that can be used as shelter.	



Based on Table 2, the natural attractions of the tourist attraction Pasetran Gondo Mayit Beach have included elements of stunning beach scenery. However, further attention needs to be paid to

certain aspects so that the tourist experience can be improved. Because tourist attraction is highly dependent on the characteristics possessed by a tourist object (Wiwin, 2022). The thing that needs to be considered is the safety of the coast, which tends to have a steep water bottom accompanied by large waves (Mahatmawati et al., 2009). The installation of beach wave warning signs can be an important step in increasing the awareness and safety of tourists who visit.

Cultural Attractions

Cultural attractions are tourist attractions related to the cultural elements of a region or community. The existence of this culture can be the main capital in supporting tourism activities (Maulana & Koesfardani, 2020). Cultural attractions often highlight local wisdom and traditions that are an integral part of a society. More detailed information about the cultural attraction of Pasetran Gondo Mayit Beach is presented in Table 3.

Table 3. Pasetran Gondo Mayit Beach Cultural Attraction






No.	Types of Cultural Attractions	Condition	Picture
1	Cultural Heritage	There is the best spot in this beach area to meet and make a request to the queen of the South Coast. The best spot is a hermitage in the form of a <i>petilasan</i> . The location is about 100 meters from the beach, which is precisely on a hill. The building is simple, in the form of an open space with an asbestos roof and four concrete pillars. There are stones covered with cloth inside. The requirements used to perform the ritual are incense and seven forms of flowers. Then, it was continued with a <i>larung</i> procession in the form of small tumpeng and chicken eggs as a form of gratitude as well as so that the request could be accepted. Mother of the Queen is considered an intermediary; all intentions and goals remain left to God.	
2	Local Traditions	The tradition of <i>larung</i> offering in the tourist attraction area of Pasetran Gondo Mayit Beach is carried out every one of Muharram. The <i>larung</i> is carried out by washing a number of offerings that have been chanted into the middle of the ocean. The offerings that were washed away were in the form of <i>tumpeng</i> , local agricultural products, cow heads, <i>uba rampe</i> , flowers and fragrances, and so on.	

Based on Table 3, the cultural attractions of the tourist attraction of Pasetran Gondo Mayit Beach include aspects of local culture and spirituality. With this cultural diversity, it is possible that cultural attractions on this beach can make a positive contribution to the popularity and tourist visits of Blitar Regency. Tourism destinations in Blitar Regency have proven to be able to attract tourists from both foreign and archipelago (Central Bureau of Statistics Blitar Regency, 2021). However, preservation efforts are needed to ensure that this cultural attraction is maintained and good promotion to attract tourist visits.

Artificial Attractions

Artificial attractions are tourist attractions that are deliberately created by humans and do not occur naturally in the surrounding environment. Artificial attractions often highlight human creativity and can provide a unique and immersive experience for tourists. More detailed information about the artificial attractions of Pasetran Gondo Mayit Beach is presented in Table 4.

Table 4. Artificial Attraction of Pasetran Beach Gondo Mayit

No.	Types of Artificial Attractions	Condition	Picture
1	Camping Ground	There is a camping ground in the tourist attraction area of Pasetran Gondo Mayit Beach. The camping ground is in suitable condition. Tourists can rent a tent for IDR 60,000.	
2	Spot Photo	There are photo spots in the tourist attraction area of Pasetran Gondo Mayit Beach, which is in the form of a swing made of wood and wooden boards. The photo spot is in a suitable condition for use.	 
3	Fisherman's Village	There is a fishing village located not too far from the tourist area of Pasetran Gondo Mayit Beach. It's a good idea to visit this fishing village in the morning. Because at that time tourists could see firsthand the fishermen holding their catches, as well as buying fresh fish. Of course, you will get a more affordable price. Other activities of fishermen that can be seen such as repairing nets or getting ready to go to sea.	
4	Fish Selling Places	There are fish shops along the coast of Pasetran Gondo Mayit Beach. The fish sold is quite diverse, ranging from fresh to grilled. The type of fish that is the hallmark of this beach is smoked fish. The price is also quite affordable. Such as smoked shark at the price of IDR. 5,000 and smoked salmon at the price of IDR. 10,000.	

Based on table 4 above, artificial attractions at Pasetran Gondo Mayit Beach tourist attraction are available. Camping grounds, photo spots, fishing villages, and fish sales places are facilities that

can be enjoyed by tourists. This has reflected the utilization of existing tourism potential into a real attraction. Tourism potential itself can be interpreted as everything in an area that can be developed into a tourist attraction (Damardjati, 2001). In line with that, tourism potential is also considered as a core element and the forerunner of the development of tourism in an area (Sari & Yanita, 2022).




Accessibility of Pasetran Beach Gondo Mayit

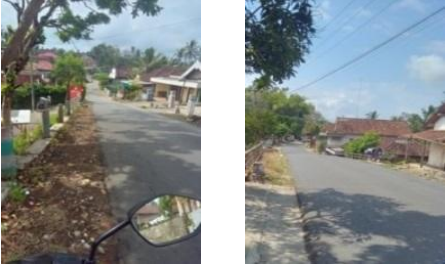


Accessibility is a means that provides convenience to tourists to reach a tourist destination. With easy accessibility, tourists will feel comfortable and smooth in visiting a tourist destination. Thus, easy accessibility is important in creating a positive travel experience. Accessibility of Pasetran Gondo Mayit Beach is grouped into three types, namely physical access, transportation, and information and communication.

Physical Access

Physical access refers to an individual's ability to access, use, or participate in a physical environment. In the context of accessibility, physical access is related to the design and arrangement of a place so that it can be easily accessed by everyone. More detailed information about physical access to Pasetran Gondo Mayit Beach is presented in Table 5.

Table 5. Physical Access to Pasetran Gondo Mayit Beach

No.	Types of Physical Access	Condition	Picture
1	Road	The road to the tourist attraction of Pasetran Gondo Mayit Beach is in a suitable condition for use, has been paved, there are several roads with potholes and are still under repair. The path to this beach is indeed quite challenging, with road conditions that are relatively narrow, winding, steep and several steep points in the form of ramps and bends.	
2	Road Network	There are several roads that can pass to Tambakrejo Village, namely: a) Ngeni Village Road - Tambakrejo Village is in a usable condition with a length of about 19 kilometers and an average width of 8 meters. b) The Sumberboto Village Road - Tambakrejo Village is in a usable condition with a length of about 17 kilometers and an average width of 8 meters. c)	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>a) Jl. Ngeni Village - Tambakrejo Village</p> </div> <div style="text-align: center;">  <p>b) Jl. Sumberboto Village - Tambakrejo Village</p> </div> </div>

No.	Types of Physical Access	Condition	Picture
		The Pasiraman Village Road - Tambakrejo Village is in a suitable condition with a length of about 13 kilometers and an average width of 8 meters. d) Ngadipuro Village Road - Tambakrejo Village is in a usable condition with a length of about 12 kilometers and an average width of 8 meters. e) Wonotirto Village Road - Tambakrejo Village is in a damaged condition with a length of about 12 kilometers and an average width of 8 meters. f) The Gununggede Village Road - Tambakrejo Village is in a damaged condition with a length of about 10 kilometers and an average width of 8 meters. g) Kaligrenjeng Village Road - Tambakrejo Village is in a usable condition with a length of about 6.8 kilometers and an average width of 8 meters.	 <p>c) Jl. Pasiraman Village – Tambakrejo Village</p>  <p>e) Jl. Wonotirto Village – Tambakrejo Village</p> <p>d) Jl. Ngadipuro Village – Tambakrejo Village</p> <p>f) Jl. Gununggede Village – Tambakrejo Village</p>  <p>g) Jl. Kaligrenjeng Village – Tambakrejo Village</p>

Based on Table 5, physical access to the tourist attraction of Pasetran Gondo Mayit Beach is quite adequate. However, there are aspects that need further attention, namely the road from Wonotirto Village and Gununggede Village to Tambakrejo Village is in a damaged condition. The existence of damaged roads can hinder tourist travel and reduce the level of comfort and safety in visiting tourist destinations. This may also be an influence on why tourist visits have decreased (Central Bureau of Statistics Blitar Regency, 2022). Therefore, proactive actions are needed to repair and maintain the road to support optimal accessibility.

Transportation

Transportation refers to the system or means used to move from one place to another. In the context of accessibility, good transportation is transportation that can be accessed by all individuals. More detailed information about transportation to Pasetran Gondo Mayit Beach is presented in Table 6.

Table 6. Transportation to Pasetran Gondo Mayit Beach

No.	Type of Transportation	Condition
1	Private Vehicles	The tourist attraction of Pasetran Gondo Mayit Beach can be reached easily using a private vehicle. Private vehicles that can be used to get to this tourist attraction are medium-sized vehicles, such as motorcycles or small cars. This is because the road to the Tambakrejo area is still fairly narrow.
2	Public Transportation	There is public transportation that can be used to get to the tourist attraction of Pasetran Gondo Mayit Beach. For example, using public transportation from the Patria terminal in Blitar City with the aim of going to the Gawang area. From the goal, it takes about 26 minutes to reach this tourist attraction. However, angkot with the purpose of going to the southern Blitar area is currently rarely operating.
3	Online Transportation	There is online transportation that can be used to get to the tourist attraction of Pasetran Gondo Mayit Beach. Tourists can start the pick-up point from the center of Blitar City with a fairly expensive fee for a motorbike will be charged Rp. 79,000 and a car will be charged Rp. 188,000.

Based on Table 6, transportation to the tourist attraction of Pasetran Gondo Mayit Beach is quite adequate. However, there are several aspects that need further attention. First, users of public transportation modes need to consider other transportation alternatives because currently public transportation is rarely operated. Second, online transportation users also need to consider availability and cost according to their individual preferences.

Information and Communication

Information and communication include the exchange or delivery of information between individuals or groups. In the context of accessibility, information and communication are related to the provision of information so that it can be easily accessed by everyone. In more detail about the information and communication of Pasetran Gondo Mayit Beach is conveyed in Table 7.

Table 7. Information and Communication of Pasetran Gondo Mayit Beach



No.	Types of Information and Communication	Condition
1	Route	1) Route I, walk across the mouth of the river that flows into the sea and then climb the stairs on the hill east of Tambakrejo Beach in about 15 minutes. 2) Route II, if Pasetran Gondo Mayit Beach is the main tourist destination, the route taken is the same as the route to Tambakrejo Beach. Starting from the center of Blitar City to the south to the Kademangan District area via the trident highway by following the road signs to the Tambakrejo area. From the intersection of the Gawang area, go straight through the pasiraman road to the beach highway until at the intersection there is a signboard to Pasetran Gondo Mayit Beach. From the signboard, go straight for about 900 meters and then turn right.
2	Signage	There are signboards along the path leading to the tourist attraction of Pasetran Gondo Mayit Beach.
3	Website or social media	There is no <i>website</i> or social media that specifically promotes the tourist attraction of Pasetran Gondo Mayit Beach.







Based on table 7 above, the directions and routes to the tourist attraction of Pasetran Gondo Mayit Beach are quite clear. However, there are aspects that need further attention, namely the existence of *websites* or social media. Therefore, it is necessary to consider the development of *Online Platform* to increase promotion and access to information for tourists. With the use of *Online Platform*, the potential to reach more potential tourists will increase, and information about this tourist attraction can be more effectively conveyed to a wide audience. The use of online platforms such as social media has proven to be effective in increasing visibility and tourist visits in several tourist destinations in Blitar Regency. This can be shown by statistical data on an increase in tourist visits from both foreign and archipelago (Central Bureau of Statistics Blitar Regency, 2023).







Amenities Pasetran Beach Gondo Mayit


Amenities are the infrastructure and facilities needed by tourists while in a tourist destination. Infrastructure and facilities are also one of the factors that form the attraction in a tourist attraction (Mulyo & Khadijanto, 2005). With these amenities, the tourist experience can feel more complete and satisfying. Thus, the existence of amenities is very important in creating a comfortable atmosphere for tourists while visiting a tourist destination. To support tourist activities, Pasetran Gondo Mayit Beach has been equipped with various infrastructure and facilities such as toilets, parking areas, places of worship, food stalls, and so on (Herlina, 2022). More detailed information about amenities Pasetran Gondo Mayit Beach is presented in Table 8.

Table 8. Amenities (Amenities) Pasetran Beach Gondo Mayit

No.	Types of Amenities	Condition	Picture
1	Ticketing	Ticketing services are available in the Pasetran Gondo Mayit Beach tourist attraction area managed by the tour manager. The entrance fee is IDR. 10,000 on weekdays and IDR. 15,000 on holidays or holidays. In the morning and with certain luck, there is no need to buy an entrance ticket because there is no officer at the entrance counter yet.	
2	Parking Lot	There is a place in the Pasetran Gondo Mayit Beach tourist attraction area which is managed by residents. The parking lot can accommodate around 50 units of cars and 100 units of motorcycles. The tariff is IDR. 5000 for motorbikes and IDR. 10,000 for cars.	
3	Information Board	There is no general information signboard in the Pasetran Gondo Mayit Beach tourist attraction area.	Not available

No.	Types of Amenities	Condition	Picture
4	Evacuation Path Signage	There is a signboard for emergency evacuation routes on the road in the Pasetran Gondo Mayit Beach area. This board contains information about evacuation routes when sea levels rise, or tsunamis occur.	
5	Rest Places	There is a rest area along the coast of Pasetran Gondo Mayit Beach in the form of a non-permanent building and equipped with tables and chairs facing the beach.	 
6	Food court	There are 21 food courts or food stalls, but not all operate along the coast of Pasetran Gondo Mayit Beach which is managed by local residents. Some of the food stalls are made of wood and permanent buildings. Various types of food and beverages are available, especially processed seafood at affordable prices.	
7	Trash Can	There are 11 trash cans at several points in the Pasetran Gondo Mayit Beach tourist attraction area. However, waste has not been separated between organic and non-organic.	
8	Toilet	There is a bathroom in the tourist attraction area of Pasetran Gondo Mayit Beach which is managed by residents. The bathroom is in the form of a wall building measuring about 2x1 meters, equipped with a bathtub and clean water. Some of the shortcomings, such as no doors/partitions, separation signs between men and women, and special toilet facilities for the disabled. Usage fee Rp. 2000.	

No.	Types of Amenities	Condition	Picture
9	Places of Worship	There is a large prayer room near the tourist attraction of Pasetran Gondo Mayit Beach and is equipped with prayer equipment. Some shortcomings, such as no special place between men and women, and no special sandals for ablution.	
10	Clean Water	There are clean water facilities in the tourist attraction area of Pasetran Gondo Mayit Beach which is obtained from drilled wells and then flowed through pipes and accommodated in torens.	
11	Power Grid	There is an electricity network in the tourist attraction area of Pasetran Gondo Mayit Beach which is sourced from PLN and connected through electric poles.	
12	Internet Network	There are several types of internet network providers around the tourist attraction of Pasetran Gondo Mayit Beach, but they cannot always be used.	Not available
13	Souvenir Center	There are 2 souvenir stalls or souvenir stalls along the coast of Pasetran Gondo Mayit Beach which are managed by local residents. The stalls are made of wood and are not permanent buildings. Providing various types of souvenirs such as t-shirts and beach pants at affordable prices.	
14	Accommodation	There are several choices of accommodation types around the tourist attraction Pasetran Gondo Mayit Beach. Some of these accommodation options include: 1) Homestay Sulikah can be reached in about 2 minutes with a distance of 600 meters from the tourist attraction, 2) Homestay	 
			<p>a) Mbah Suyut Homestay</p> <p>b) Homestay Disco</p>

No.	Types of Amenities	Condition	Picture
		Kampung Tengah can be reached in about 6 minutes with a distance of 1.8 kilometers from the tourist attraction, 3) Homestay Mbah Suyut can be reached in about 7 minutes with a distance of 2.2 kilometers from the tourist attraction, 4) Homestay Disco can be reached in about 7 minutes with a distance of 2.2 kilometers from the tourist attraction, 5) Villa Puncak Pesanggrahan can be reached in about 7 minutes with a distance of 2.2 kilometers from the tourist attraction, 6) Guest House Mitra Bahari can be reached in about 7 minutes with a distance of 2.2 kilometers from the tourist attraction.	 c) Villa Puncak Pesanggrahan  d) Mitra Bahari Guest House







Based on Table 8, most of the amenities needed by tourists at Pasetran Gondo Mayit Beach is available. However, there are several aspects that need further attention. First, the general information board is not yet available in the tourist attraction area of Pasetran Gondo Mayit Beach. This information board is important to provide guidance and general knowledge to tourists regarding tourist attractions and available facilities. So, it needs to be made immediately to improve the understanding of tourists. Second, the food courts or food stalls along the coast of Pasetran Gondo Mayit Beach are not all operational. The existence of a food court is an important facility to meet the culinary needs of tourists. Therefore, it is necessary to make efforts to activate and increase the number of food stalls operating to provide better culinary variety. The activation of these stalls is also expected to provide benefits for the surrounding community, namely in the form of labor absorption. This reflects the positive contribution of the tourism sector which is able to absorb labor (Bakri et al., 2022). Third, garbage cans at several points in the tourist attraction area of Pasetran Gondo Mayit Beach have not been separated between organic and non-organic. It is important to provide adequate trash cans and separate types of garbage to support environmental sustainability and the cleanliness of tourist areas. Fourth, the bathrooms in the tourist attraction area of Pasetran Gondo Mayit Beach do not have partitions, separation signs between men and women, and special toilet facilities for the disabled. Repairs and improvements to bathroom facilities are needed to meet the comfort of tourists. Fifth, prayer rooms in tourist attraction areas are not yet available, so they need to be built immediately to facilitate Muslim tourists who want to carry out worship more comfortably and in accordance with religious guidance. Sixth, the internet network around the tourist attraction of Pasetran Gondo Mayit Beach cannot always be used. An improvement in the quality of the internet network is needed so that tourists can stay connected smoothly during their visit, allowing them to share experiences and information about these destinations online.

Additional Service Pasetran Beach Gondo Mayit

Additional service are things that support tourism. With the presence of this additional service, tourist destinations can offer a more complete and satisfying experience for tourists. Thus, the

existence of additional services is an important factor in creating the attractiveness of a tourist destination, ensuring a memorable experience, and encouraging repeat visits. More detailed information about the additional services of Pasetran Gondo Mayit Beach is conveyed in Table 9.

Table 9. Additional Service Pasetran Beach Gondo Mayit

No.	Types of Additional Services	Condition	Picture
1	Health Post	There are health posts around the tourist attraction Pasetran Gondo Mayit Beach. The closest health services to the tourist attraction of Pasetran Gondo Mayit Beach are about 2.1 kilometers, namely the Wonotirto District Auxiliary Health Center and are located in Pasiraman Village or about 13 kilometers away, namely the Wonotirto District Health Center.	  <p>a) Wonotirto Auxiliary Health Center</p> <p>b) Wonotirto Health Center</p>
2	Security Post	There are no security posts around the tourist attraction of Pasetran Gondo Mayit Beach. The closest security service to the tourist attraction Pasetran Gondo Mayit Beach is in Wonotirto Village or about 16 kilometers away. The security service in question is the Wonotirto District Police.	
3	Banking Services	Banking services are not yet available around the tourist attraction of Pasetran Gondo Mayit Beach. The nearest banking service is in Gawang or about 12 kilometers away. The banking services in question are Bank BRI Gawang Unit and BRI ATM Machine Gawang Unit.	
4	Vehicle Refueling Facilities	There are refueling facilities around the tourist attraction of Pasetran Gondo Mayit Beach. The refueling facilities in question are the Dua Putri Mini Station with a distance of 1.8 kilometers and the Bukit Raya Mini Station with a distance of 2 kilometers. These two mini stations sell fuel for vehicles in the form of pertamax and pertalite.	  <p>a) Two Putri Mini Pom</p> <p>b) Bukit Raya Mini Station</p>

No.	Types of Additional Services	Condition	Picture
5	Tour Manager	There is a tourism management of Pasetran Gondo Mayit Beach. Pasetran Gondo Mayit Beach is managed by a collaboration between Perum Perhutani KPH Blitar and BumDes Arto Mulyo.	Not available
6	Tour Guide	There is no special tour guide service available at Pasetran Gondo Mayit Beach tour. However, if tourists want guidance, they can ask for help from the counter officer at the entrance of the tourist area. So that tourists can get information about this tourist attraction. Regarding the cost of tour guide services, there is no standard price set yet, but tourists can give a certain amount of money or other things as an expression of gratitude.	Not available

Based on Table 9, most of the Ancillary Service needed by tourists at Pasetran Gondo Mayit Beach is available. However, there are several aspects that need further attention. First, security posts are not yet available around the tourist attraction of Pasetran Gondo Mayit Beach. The closest security service to the attraction is about 16 kilometers away. This considerable distance can be considered in efforts to improve security and monitoring around tourist destinations. Therefore, collaborative efforts with local authorities or the provision of local security services can be a solution in improving security around tourist attractions. Second, banking services are also not available around the tourist attraction of Pasetran Gondo Mayit Beach. The closest banking service to the tourist attraction is about 12 kilometers away. The availability of banking services closer to tourist destinations can certainly increase the comfort and ease of access to financial services for tourists. Third, tour guides are not yet available specifically at the tourist attraction of Pasetran Gondo Mayit Beach. Tour guides can provide significant added value in introducing and explaining the uniqueness of tourist attractions to tourists. Therefore, it is important to immediately provide tour guide services so that the tourist experience becomes more informative and memorable. The importance of tour guides is also not limited to supporting tourist activities but can also create jobs for the surrounding community. Thus, The tourism sector will be better and contribute to economic growth (Fauzi et al., 2021).

Potential Attraction of Pasetran Gondo Mayit Beach

Pasetran Gondo Mayit Beach has a diverse potential tourist attraction. Its natural attractions include a panoramic view of the beach, with soft white sand and turquoise waters. Dusk on this beach with the sun emitting a yellowish-red hue adds to the beauty of this beach. Even though the waves are quite strong, there are still water activities that can still be done, namely swimming. Various types of fish can also be found on this beach. On the west side there is a 25-meter-high

hill that separates this beach from Tambakrejo Beach. Along the coast of this beach are overgrown with several shrimp cypress trees. This beach cultural attraction is no less interesting, namely there is a hermitage place in the form of *petilasan* and there is a tradition of *larung sesasai* which is carried out every one of Muharram. Some of the artificial attractions available include camping grounds, photo spots in the form of swings and wooden boards, fishing villages, and fish sales places.

In terms of accessibility, even though the road to this beach has been paved, it still needs more attention to damaged roads. Some of the transportation that can be used to get to this beach includes private vehicles, public transportation, and online transportation. The route and signboards to this beach are quite clear, it's just that there is no website or social media that promotes this beach.

Amenities available on this beach include ticketing, parking lots, evacuation route signs, rest areas, food courts, garbage cans, toilets, places of worship, clean water, electricity network, internet network, souvenir center, accommodation. Meanwhile, what is not yet available is an information board.

Additional services such as health posts, security services and banking services are available but are still too far from the beach. For additional services that are not too far away, namely vehicle refueling facilities. Pasetran Gondo Mayit Beach is currently managed by tourism managers. The existence of tour guides still needs to be considered to increase tourist knowledge.

The potential tourist attraction of Pasetran Gondo Mayit Beach can be identified as a resource that is still not optimally developed. With the efforts of tourism development, this potential has the opportunity to improve the quality and value of tourist attractions (Barreto & Giantari, 2016). This development aims to make the tourist attraction better for the future (Ferdinandus & Suryasih, 2014). Through this research, an overview of the obstacles that may be faced in an effort to improve the quality and value of these tourist attractions can be found (Andayani, 2021).

Conclusions

Pasetran Gondo Mayit Beach offers a variety of attractions, including natural attractions, cultural attractions, and man-made attractions. Accessibility to Pasetran Gondo Mayit Beach is quite good. Amenities and additional services are things that need attention because they still need repairs and additions to support the comfort of tourists. The researcher's recommendation involves focusing on managing the 4A components (attraction, accessibility, amenities, ancillary services) so that they can be optimized, so that they can attract the interest of tourist visits. Increased participation from all parties is expected to support the development of the potential tourist attraction of Pasetran Gondo Mayit Beach as a whole. For the next researcher, it is recommended to add additional variables to provide more comprehensive insights related to the potential and development of tourist attractions. The findings from this research can also be a reference in developing sustainable tourism in the tourist area of Pasetran Gondo Mayit Beach.

Data Availability

The datasets generated during and/or analysed during the current study are available from the corresponding author on reasonable request.

Conflicts of Interest

All authors in this publication declare no conflict of interest regarding the title, data, location, and results of the research.

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Supplementary Materials

This study does not include any supplementary materials.

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