SURVIVING CONFLICT:  
A CASE STUDY OF TOURISM INDUSTRY IN MALUKU

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ABSTRACT

Once was known as the island of spices during the colonialism era, Ambon, the capital of Maluku mostly known as the province of One Thousand Islands. This archipelago gifted with such a beauty only nature can offer. Maluku has been known as one of the best region for marine tourism in Indonesia; beautiful sandy beaches, variety of marine life, plenty of coral reefs and clear blue water. This province has an enormous potential of tourism industry yet to be developed. Being said that, the peacefulness of Maluku is crushed with religious conflict between Christian and Muslim in 2009. Every sector of life was suffering from this tremendous conflict, tourism industry is one among many, due to the unbearable situation. This conceptual research is aimed to find the best way for Maluku to overcome the conflict and also to gain its formerly glory of the tourism industry and to develop even more. Data from the tourism office board, books and related articles are used to help writer in making the analysis. As there would be a silver lining in every cloud, what once broken and tear apart with conflict, will find its way up back. Maluku not only will recover the conflict, its tourism industry will rise again as long as the community is willing to maintain the peacefulness of their own.

Keywords: Conflict, Tourism Industry, Maluku

RESEARCH BACKGROUND

Tourism industry in Indonesia plays a vital role to its economic performance as well as the source of revenues from foreign travelers. This archipelago country has much to offers; historical heritage, undeniable natural beauty to the richness of cultural diversity. Moreover to say, nature and culture are the main component of Indonesian tourism.

Ambon is the capital Maluku, located in the eastern part of Indonesia. Being known as the province of One Thousand Islands, literally Maluku has thousands of islands. The coral island reefs scattered through the sea, considered as some of the deepest sea, not only in Indonesia but also in the world. Maluku also known as one of the best region for marine tourism in Indonesia; beautiful sandy beaches, variety of marine life, plenty of coral reefs and clear blue water. Maluku has a lot of historical buildings scattered all of the islands. This province has an interesting history related to the colonization by Portugal and Dutch, and the remains of ancient historical building is still standing to attract tourists. Siwa Lima Museum has Maluku’s best collection of regional and colonial artifacts on display. With the richness of all natural resources, Maluku is highly potential to be the main destination of tourists.